



**Georgia Department of Economic Development  
Tourism Division & Georgia Council for the Arts**

**Tourism Product Development Grants**

**Application Guidelines  
2012**

**Grant Dates**

Applications Due:	September 30, 2011
Award Notice Letters Mailed:	October 31, 2011
Grant Finalization and Project Completion Report due:	April 30, 2012

Maximum grant amount awarded \$20,000

# Georgia Department of Economic Development Tourism Division & Georgia Council for the Arts

## Product Development Grant

### Background

The Office of Tourism Product Development (TPD) assists private for profit, non-profit and local governments by analyzing the product development goals and objectives of the client and providing organizational and financial assistance to the client. The staff of the Office of Tourism Product Development works in concert with the nine Regional Tourism Representatives in providing technical assistance and directing the client toward Georgia's various state agencies with their respective financial and technical assistance resources.

Georgia Council for the Arts is a division of the Georgia Department of Economic Development that provides support for nonprofit arts organizations throughout the state. Established in 1965 as the Georgia Commission on the Arts, its mission is to encourage excellence in the arts, support the arts many forms of expressions and make the arts available to all Georgians by providing funding, leadership, programming and other services. Funding for Georgia Council for the Arts is provided by appropriations from the Georgia General Assembly, the National Endowment for the Arts and other private and public sources.

### Goals

Together the Product Development office and GCA are involved in an ongoing effort of developing and nurturing partnerships to effectively change and positively impact Georgia's visitor industry. The intent is to facilitate the development of a statewide tourism product portfolio that broadens ownership, highlights the state's cultural assets and is synergistic with the Department's overall strategic global marketing framework and unique Georgia brand.

### Purpose

The Tourism Division's Product Development Grant program is designed to financially support tourism development activities at the local level that sustain and create jobs within the hospitality industry of our state; or support Georgia's Creative Economies with an emphasis on Georgia artists and the non-profit arts industry.

### Contact Information

Applicants may contact GDEcD staff for advice on an application:

Bruce Green, Director, Tourism Product Development; [bgreen@georgia.org](mailto:bgreen@georgia.org) 404-962-4092

Leslie Breland, Cultural and Tourism Product Dev. Manager; [lbreland@georgia.org](mailto:lbreland@georgia.org) 404-962-4844

Tina Lilly, Grants Program Manager, Georgia Council for the Arts; [tlilly@qaarts.org](mailto:tlilly@qaarts.org) 404-962-4827

Applicants are encouraged to discuss their TPD grant application with their Regional Tourism Representative before applying to ensure that applications fall within Tourism Product Development Grant guidelines. A link to the Regional Reps is listed below:

<http://www.georgia.org/GeorgiaIndustries/Tourism/Pages/RegionalRepresentatives.aspx>

## **GUIDELINES**

### **Eligible Applicants**

Applications will only be accepted from city, or county local governments or local authorities in partnership with a recipient as defined below.

Recipients: Chambers of Commerce; Convention and Visitors Bureau's; 501c 3 Non Profits; historical societies; foundations, etc. A Memorandum of Agreement between the applicant and the recipient must be submitted at the time of application.

Please Note: Those applicants requesting support for cultural tourism product development must be submitted in partnership with either a 501c 3 non profit arts organization or a professional Georgia artist(s).

### **Eligible Projects**

Projects that will be considered may include but not be limited to:

- Development or redevelopment of tourism product relevant to Georgia's unique cultural and heritage resources, including arts programs and/or product development (ex. murals, festivals, etc), natural areas, archaeological sites, architectural and engineering achievements, cultural landscapes and diverse heritage sites or artifacts and new secondary product creation.

Examples include, but are not limited to:

- Commencement or build out of a project resulting from pre-existing master plans, feasibility studies or market studies or a combination of all the above for the creation of primary tourism product (bricks and mortar);
  - Development of unique secondary product by a professional Georgia artist(s) representing Georgia's Creative Economies such as unique retail/art or craft and is eligible for inclusion on the department's Georgia Made Georgia Grown Products website: <http://www.gamadegagrownproducts.org>
    1. That enhances the state's identity and helps invigorate the economy by attracting tourists and/or
    2. has the potential to create investments in the public realm building the value of the community's tax base and promoting long term economic sustainability while capitalizing upon the natural fabric and culture of the state without exploiting it; and
- Historic preservation projects (bricks and mortar) that add to the local tourism product portfolio;
  - New product construction that adds to the local tourism product portfolio;
  - New tourism product development (murals, products for sale, etc) resulting from the work of a professional GA artists and/or an arts project/program (festival, performance, etc) that involves a local arts organization, attracts tourists and that strengthens the visibility of the local arts

industry. Please note if the grant recipient is an arts organization, non-professional artists may be engaged for the project (ex. community theatre or symphony);

- Development of a comprehensive, well designed tourism directional signage program;
- Or any such project that may expand and strengthen local tourism product portfolio while meeting the department's objectives of job creation and economic investment.
- Sustainable tourism product or program initiatives for the commemoration of the 150th anniversary of the American Civil War that are designed to generate visitation to Georgia during the nationwide observance of this significant period of American History - and beyond as expressed in contributions related to buildings, sites, battlefields, artifacts, infrastructure or the arts and humanities of the state of Georgia.

## Requirements

- This grant is **not** intended for marketing purposes – Please see Georgia Tourism Co-Op Marketing Grant Guidelines at: <http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx>
- **This TPD grant requires a local match.** The amount requested from the Georgia Department of Economic Development may be up to \$20,000. The state grant must be matched by either dollar for dollar cash; or 60% cash and 40% from in-kind donations. Lack of validation of local match shall render the application incomplete.
- The grant does not fund administration fees or salaries. Please note that artist fees are not considered administration or salaries, and are therefore eligible.
- Applicants are responsible for securing all appropriate and necessary state, federal, tribal and local permits and/or individual or landowner consents required to execute the terms and conditions if a grant is awarded.
- Mitigation activities performed as a condition or precondition for obtaining a Federal permit, license, or funding by other Federal programs **are not eligible** for these grant funds.
- No more than one project application may be submitted by any one entity or individual.
- The actual number and size of grants will depend on available funding as well as the number and quality of applications. Strong consideration is given to applications that address funding priority areas.

Georgia Department of Economic Development reserves the right to reject any and all applications. Additionally, applications will be accepted only if they meet the requirements set forth in this document.

If funding is not available or no application is acceptable then Tourism Division and GCA in their sole discretion may not grant any award for a given project.

## APPLICATION INSTRUCTIONS

### Essential Information

All applications must include the following to be considered for funding. **Incomplete applications will not be considered for funding.**

- Quantitative documentation of the probability of job creation either part time or full time and success and sustainability of the project;
- Sufficient documentation, which would indicate the management capacity of the applicant organization for carrying out the project;
- A complete proposed project plan of work, and adequate description of the actual product deliverable(s) including:
  1. Detailed project timeline;
  2. Complete budget of project indicating how GDEcD's grant money will be used.
- Evidence of the required local match;
- **A For Profit recipient** must have a Memorandum of Agreement (MOA) with the Applicant Entity (governmental agency) who in turn must submit a copy of the MOA along with the application;
- **A Non Profit recipient** must provide a copy of documentation of 501c 3 certification and a copy of a Memorandum of Agreement between the non-profit entity and the local government entity.
- **If funded, grantee must provide an article describing the project that is suitable for publication in the Tourism Division newsletter, GCA newsletter or other news media.**

Note: All projects must be completed by **April 30, 2012**. In a multi-phased project GDEcD TPD funded portions of the project must be completed by April 30, 2012. Under extenuating circumstances an extension may be granted by GDEcD staff.

### Important Definitions

**Tourism**: travel for recreational, leisure or business purposes. Tourists are people who travel to and stay in places outside their usual environment for more than twenty-four (24) hours or from a distance greater than fifty miles and not more than one consecutive year for leisure, business and other purposes.

**Creative Economies**: The Creative Economies consist of those industries that have their origin in individual creativity, skill and talent which have a potential for wealth & job creation through the generation of ideas, products and/or services. The Creative Economies in Georgia are comprised of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit artist studios, galleries, film, architecture.

**Professional Georgia Artist**: One who creates, performs, or interprets works of art, regardless of artistic discipline. Artist must be a resident of Georgia and receive some income and recognition for their work as an artist; amateur artists as well as students, at all grade levels and in college,

participating in school, after-school, or college performances/events do not qualify as professional artists.

## How to Apply

Applications must be submitted through e-Grant. This system creates a paperless process; providing the data entry point, as well as the uploading of the complete **application narrative, time line, budget and supporting material**. *Please Note: this system is managed and maintained by Georgia Council for the Arts. The GCA logo and contact information will be seen throughout.*

**Contact Marva Swanson, Database Manager, at 404-962-4837 or [mwsanson@gaarts.org](mailto:mwsanson@gaarts.org) with any questions related to e-Grant**

**Before logging into e-Grant**, GDEcD staff recommends you complete all other application requirements. In Word, please respond to the narrative and time line (detailed below). Prepare the budget as an Excel spreadsheet. When you have completed these documents, return to this section for specific instructions on using e-Grant and uploading required the attachments.

## How to Register

1. Log into <http://gca.egrant.net/login.aspx?PIID=147&OID=51> and click on create an account
2. Create an e-Grant account
3. On the home page select "FY2012 GCA Application" from the drop down box and click "Create New Application"
4. You will see a reference line and ID # for the new application on this home page. Click on the green "EDIT" icon

## How to Enter data in e-Grant

5. On the first page of e-Grant select "Tourism Product Development Grant" from the drop down box. Click "save & next" to proceed to the next page
6. Enter required information (complete all data fields on each page of e-Grant)
7. As you enter data, click on "save and next" until you arrive at the attachments page
8. Follow the instructions below for completion of the Narrative, Budget and time line. These will be uploaded to e-Grant on the attachments page.
9. **ATTACHMENTS:** Each attachment field in e-Grant will only accept one (1) document; be certain to combine items as instructed. Required Attachments and Supplemental Information documents may only be uploaded in MS Word, Rich Text, MS Excel, or PDF formats.
  - a. Upload into attachment A one Excel Document (it may have multiple worksheets), that contains the project budget
  - b. Upload into attachment B one Word, Rich Text or PDF document. This one document must contain the grant narrative, MOA, 501c3 (only if the recipient is a non-profit) and time line. Remember, regardless of the number of pages, you can only upload ONE (1) document.
  - c. Upload into attachment C one Word, Rich Text or PDF document containing supporting documentation for your project. Content is at the applicant's discretion.
  - d. TIP: Once your documents have uploaded into the system a "view" tab will appear. You can use the "view" option to review what has been uploaded and verify the content.
  - e. Click on "save & next"
10. Enter signatures in the following format on the signature page: (\) followed by the signer's Legal Name
11. Click on "save & next"
12. Click on "submit my data" (do not click this button until you are prepared to submit your application).

## **Narrative Questions (75 points total)**

Through a competitive selection process each application is reviewed by staff and by a grant review advisory committee. Eligible grants will be evaluated and scored based on the thoroughness and quality of response to the following questions. Applications with the highest average score will be considered for funding.

Narrative Response is not to exceed 2 pages.

### **1. Overview (25 points)**

- a. Provide a brief overview of how the funds will be spent. Include in this description the geographic location of the project, the geographic need for tourism product development in this location, who will be the responsible party(s) for the expenditure and accountability of the funds, the recipient entity and the number of jobs that will be sustained or created. *Note: numeric emphasis will be placed on eligible or conditionally eligible Tier 1 & 2 Counties.*
- b. Indicate whether or not the site is on the Georgia Register of Historic Places and/or the National Register of Historic Places (if applicable).

### **2. Background/Objectives/Impact (50 points)**

Describe the proposed project including its origins, leadership, the importance to the local community (projected impact), how it serves the goals and objectives of statewide tourism initiatives and details of the partnership with the recipient entity. Provide evidence of past experience or potential success in completing a project of this nature.

The description must clearly identify specific objectives for the project, procedures and methods for achieving objectives and quantifiable ways in which success at achieving these objectives will be measured. Emphasis should be placed on how the project demonstrates potential for any of the following:

- A strong positive return on investment and appears sustainable;
- Increased visitation, length of stay and/or tourism expenditures;
- Green Component – the project is environmentally sensitive – there are clearly defined “green” aspects of the project;
- Evidence of Collaboration/Partnership: evidence of the joining together of multiple groups/agencies to ensure a successful completion
- Viability: application sufficiently indicates that the project is achievable.
- Creativity/Relevance of Concept – the project represents a unique addition to Georgia’s tourism inventory – the project will positively affect the desire of the tourist to participate in the attraction/site.
- Quality of arts program or product: evidence is provided that arts component is being implemented and managed by a professional Georgia artist or arts organization with a proven track record. Credentials must be provided for the artist(s) involved.

### **Time Line (10 points)**

Provide a conceptual schedule of work. The schedule must be sufficiently detailed and manageable. At least three milestones are required. Present the scope of work through a month by month description of activities required to complete the project within the 6-month time frame. Details should be provided for November, December, January, February, March and April.

**Budget (15 points)**

Recreate the following chart in Excel. Show total project cost; any other government funding; and matching share. The local match must be no less than the amount of the TPD funds requested in the application. The budget must include the project costs that will be charged to TPD grant funds, as well as those that will be supported by the applicant’s cash contributions (match).

- All items listed in the budget must be reasonable, necessary to accomplish project objectives, allowable in terms of state and federal cost principles, auditable, and incurred during the contract period.
- Applications must include a detailed line-item budget breakdown that includes all major work elements and the cost of each element as discussed below.
- Please note that “other,” “miscellaneous” and “contingency” are NOT acceptable budget categories.

**BUDGET**

Total Project Budget	_____	Budget for Grant Phase (If phased project)	_____
Grant Request	_____	Grant Request	_____
Total Expense	_____	Total Expense for Grant Phase	_____
Total Income (indicate cash vs. in-kind)	_____	Total Income for Grant Phase (indicate cash vs. in-kind)	_____

**Expenses and source of funding:**

	TPD GRANT	Applicant CASH	IN-KIND	Other grants/loans	Identify source for In-Kind support.
Consultants					Please attach one-page Company Profile or Resume  for # _____ copies of _____
In-kind Staff	N/A	N/A			
Incremental Labor	N/A				
Travel					
Photography					
Supplies					
Materials					
Publications					
Other: Please list					
<b>TOTAL</b>	_____	_____	_____	_____	

**Be sure to accomplish each item on this Checklist by the deadline.**

**DO NOT submit this Checklist.**

- Complete **e-Grant**, but do not submit until the complete application is ready for electronic submission

**Combine the following elements into the three (3) documents outlined below.** Each attachment field in **e-Grant** will only accept one (1) document; be certain to combine items as instructed below. Each of the three (3) documents (one per field) must be uploaded to the e-GRANT SYSTEM prior to submission. Required Attachments and Supplemental Information documents may only be uploaded in MS Word, Rich Text, MS Excel, or PDF formats.

**Attachment A: All Microsoft Excel Documents combined, such as**

- Budget and Budget Breakdowns (can be one or multiple worksheets within one Excel document)

**Attachment B: All Microsoft Word/Rich Text or PDF Documents combined, such as**

- Grant Narrative (2 pages maximum)
- Time Line (no page limitation)
- Memorandum of Agreement (*if applicable*)
- Copy of Applicant's Internal Revenue Services Letter authorizing 501(c)(3) Federal Tax Exempt Status (*if applicable*)

**Attachment C: Compliance Documents**

- Support Material (no page limitation)