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

2014
Tourism Product Development Agreement
Application Guidelines

Deadlines

Applications Due: July 31, 2013 at 5:00 PM
Awards Announced: mid-September, 2013
Project start date: October 1, 2013
Completion Report due: June 1, 2014
Georgia Department of Economic Development  
Tourism Division & Georgia Council for the Arts  

Tourism Product Development Agreement  

Background  

In an effort to promote tourism in Georgia, two divisions of the Georgia Department of Economic Development (GDEcD), the Office of Tourism Product Development and the Georgia Council for the Arts (GCA), have partnered to offer the Tourism Product Development Agreement (TPD).

The Office of Tourism Product Development assists both for-profit and non-profit entities as well as local governments by analyzing the product development goals and objectives of the entity and providing organizational and financial assistance. The Office of Tourism Product Development works in concert with the nine Regional Tourism Project Managers in directing the entity toward Georgia’s various state agencies with their respective financial and technical assistance resources.

Georgia Council for the Arts (GCA) is a division of the Georgia Department of Economic Development and its mission is to cultivate the growth of vibrant, thriving Georgia communities through the arts. GCA provides grant funding, programs and services statewide that support the vital arts industry, preserve the state’s cultural heritage, increase tourism and nurture strong communities. Funding for GCA is provided by appropriations from the Georgia General Assembly and the National Endowment for the Arts.

Goals  

Together the Product Development office and GCA are involved in an ongoing effort to develop and nurture partnerships which 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 TPD program is designed to financially support sustainable tourism development activities at the local level that

- maintain and/or create jobs
- attract tourists (visitors from outside of the community)
- enhance the tourist’s experience

Contact Information  

Applicants may contact GDEcD staff for advice on an application:

Bruce Green, Director, Tourism Product Development; bgreen@georgia.org 404-962-4092  
Cindy Eidson, Assistant Director of Product Development; ceidson@georgia.org 404-962-4844  
Tina Lilly, Grants Program Manager, Georgia Council for the Arts; tlilly@gaarts.org 404-962-4827
Applicants are strongly encouraged to discuss their TPD grant application with their Regional Tourism Project Manager before applying to ensure that applications fall within Tourism Product Development Grant guidelines. A link to the Project Managers is listed below:

http://www.georgia.org/industries/Tourism/Pages/regional-and-international-reports.aspx

GUIDELINES

Eligible Applicants

_Applications will only be accepted from city or county local governments or authorities, as defined in the Official Code of Georgia (OCGA) statutes or the Constitution._

STOP
The TPD application requires a signature. If you cannot sign a check or legal documents for a city, county or authority, you cannot sign this application.

You may use this link as a reference for local authorities:
http://www.dca.state.ga.us/development/research/programs/RASearch/RASearch.asp

Eligible applicants may partner with non-profit organizations, businesses, individuals, or other government entities and the Agreement funds may ultimately go to the partner organization/person. Examples of partner organizations include, but are not limited to: Chambers of Commerce, Convention and Visitors Bureaus, 501(c)3 nonprofits, historical societies, foundations, etc. A Memorandum of Understanding (MOU) between the Applicant and the Partner/recipient signed by both parties must be submitted at the time of application.

No more than one application may be submitted by any one applicant.

Eligible Projects

Projects can be related to Georgia’s unique cultural and heritage resources, natural areas, archaeological sites, architectural and engineering achievements, cultural landscapes, diverse heritage sites or artifacts. Projects may also include new secondary product creation. (Secondary products are items that tourists purchase and take home.) Projects must be completed between October, 2013 and June 14, 2014. If the project is in phases, the phase for which TPD funding is sought must be completed during this time. Failure to complete the project on time as outlined in the application will constitute a breach of the Agreement and funds must be returned to GDEcD by the Applicant.

Examples of eligible projects include, but are not limited to:

- Feasibility studies or plans that support the execution of a tourism project;
- Commencement or phased build-out from pre-existing master plans, feasibility studies or market studies;
- Historic preservation projects (bricks and mortar);
- Arts projects, such as murals, festivals, exhibits, performances, or products for sale;
- Well-designed, comprehensive directional or interpretive signage;
- Initiatives for the commemoration of the 150th anniversary of the American Civil War. This could include projects related to buildings, sites, battlefields, artifacts, infrastructure or the arts;
• Any project that will expand, strengthen and sustain local tourism while meeting the department’s objectives of job creation, sustainability and enhanced visitation.

Funding may be sought for already existing events; however, the funding request must be for a new or expanded component to that event.

Entities that received TPD funds in prior years may not apply for support of the same event UNLESS the FY14 TPD funds will be used for an expansion of the project/event.

Entities that failed to meet the terms of Agreement on any previous state of Georgia grant or agreement may not submit a TPD application until issues with the previous grant have been resolved and the applicant receives written permission from a Department of Economic Development or GCA staff member.

**Special Notes for Festivals and Events:**

The intent of the TPD grant is to jump-start new projects or add new components to existing events. The grant is NOT intended to maintain the status quo with already-existing events.

• Festivals or events that happen on an annual basis may apply, but the applicant must explain how the TPD grant will be used to expand or enhance the event.
• Applicants must explain in the narrative how the festival or event will continue in the future without the support of the TPD grant.
• Applicants who received a TPD grant for a festival or event in FY12 and/or FY13 may not apply for support for the same event in FY14 UNLESS the application is to support a new facet of the event

**Note to GCA FY14 Partner and Project Grant recipients:** a TPD application may be submitted which includes a project that was included in your FY14 Partner or Project Grant application; however, the TPD application must be for some additional element or enhancement of the project. You are strongly encouraged to contact GCA before completing a TPD application to find out if the additional element or enhancement of your project is eligible.

**Request:**

Applicants may only request $15,000 in the application—no more and no less.

**Requirements**

• These Agreement funds are **not** intended for marketing purposes. For marketing support, please see Georgia Tourism Co-Op Marketing Grant Guidelines at: [http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx](http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx)
• The Agreement does not fund administrative fees or salaries. Please note that artist fees are not considered administration or salaries, and are therefore eligible.
• **This TPD Agreement requires a local match.** The amount requested must be $15,000, and must be matched. The match can be a 100% cash match, or may contain up to 40%, or $6,000, in-kind services or materials. Ineligible expenses such as marketing expenses or administrative fees/salaries cannot be used as part of the match. Please note: National Endowment for the Arts funds cannot be used as a match for the TPD Agreement. Applications not showing a match will be ineligible for review.
• 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 project.
• 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 funds.
• No more than one project application may be submitted by any one applicant.
• The actual number and size of awards will depend on available funding as well as the number and quality of applications.
• If funded, the grantee must provide an article describing the project that is suitable for publication in the Tourism Division newsletter, GCA newsletter or other news media.

GDEcD 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. At all times, GDEcD reserves the sole and absolute discretion not to award any TPD Agreement funds.
APPLICATION INSTRUCTIONS

How to Apply

Applications must be submitted through e-Grant. *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, GCA Database Manager, at 404-962-4837 or mswanson@gaarts.org or Tina Lilly at tlilly@gaarts.org or 404-962-4827 with any questions related to e-Grant

Important: The application MUST be submitted by a city, county or local authority.

Logging into e-Grant

   a. **Existing applicants:** If you are a city, county or authority and have submitted a TPD application within the last two years, use your existing login and password to enter e-Grant.
   b. **First-time applicants:** If you are a city, county or authority and have not submitted an application through e-Grant before, click CREATE AN ACCOUNT When entering the name of the organization, enter your location first, such as:

   i. Cities: “Decatur, City of”
   ii. Counties: “DeKalb, County of”
   iii. Authorities: “Decatur, Development Authority of Downtown”

2. On the home page select “FY2014 TPD” from the drop down box and click “Create New Application”
3. 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

4. Enter required information (complete all data fields on each page of e-Grant)
5. As you enter data, click on “save and next” until you arrive at the attachments page
6. Follow the instructions below for completion of the required elements. These will be uploaded to e-Grant on the attachments page.
7. **ATTACHMENTS:** Required Attachments and Supplemental Information documents may only be uploaded in MS Word, MS Excel, or PDF formats.
8. Each of the three attachment fields in e-Grant (A, B and C) will only accept one document, so follow these instructions to correctly submit your attachments:

   Attachment A: Cut and paste all Excel documents into a single document and attach it in A
   Attachment B: Cut and paste all Word documents into a single document and attach it in B
   Attachment C: Cut and paste any additional documents into a single document and attach in C

   a. 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.
   b. Click on SAVE & NEXT
9. Enter signatures in the following format on the signature page: (__) followed by the signer's Legal Name
10. Click on SAVE & NEXT
11. Click on SUBMIT MY DATA (do not click this button until you are prepared to submit your application).

**STOP**
The TPD application requires a signature. If you cannot sign a check or legal documents for a city, county or authority, you cannot sign this application. Applications signed by a person without this authority will not be considered for funding.

**Required Information**

All applications must include all required elements listed in the guidelines and in the checklist on page 12. Incomplete applications will not be considered for funding.

**Documents can only be submitted in Word, Excel or PDF.**

**Memorandum of Understanding**

If the applicant is working with a partner who will ultimately receive the grant funds, then the parties are required to submit a Memorandum of Understanding (MOU) as part of the application. The MOU outlines the specific duties that both the Applicant and the partner will have related to the project. The MOU must be signed by both parties and submitted along with the rest of the application.

**Narrative Questions (65 points total)**

Each application is reviewed by staff and by a 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 scores will be considered for funding.

Narrative Response is not to exceed 2 pages.

**Overview**

Provide a brief overview of the project indicating how the TPD funds will be spent. The description should include:

- A description of the geographic location of the project
- The name/names and credentials of the party/parties who will be accountable for the funds
- The name of the partner entity (if applicable)
- The number of jobs that will be sustained/created
- A case for the need for tourism development in this location
- An indication that the site is on the Georgia Register of Historic Places and/or the National Register of Historic Places (if applicable)

**Background/Objectives/Impact**

Describe the proposed project including:

- The origin of the project
- The project’s leadership and the experience of those people leading this type of project
- The importance to and impact on the local community
- A description of the relationship with the partner entity (if applicable)
- Evidence that the contractors/consultants/artists working on the project will produce high quality work
• Evidence that the project will attract tourists and/or lengthen their stays in the area
• Evidence that the project is sustainable and will continue to attract tourists once the grant period is over
• The project’s green (environmentally sensitive) components (if applicable)
• Evidence of community support/partnerships. Limited to 2 letters of support.

Sustainability
• Describe the number of jobs that will be created through this project. (This may include full or part-time positions as well as the hiring of consultants or other temporary workers.)
• Describe how the project will increase tourism not only in FY14 but also in the coming years.
• If the application is for an annual event, the narrative must explain how the event will sustain itself in future years without TPD support

Readiness
• Discuss the community’s readiness to take on this project. Give evidence that those involved have experience successfully completing other projects and that the community as a whole is prepared to welcome tourists.

Time Line (15 points)

Provide a timeline with a schedule of work. The schedule must be sufficiently detailed and manageable. Present the scope of work through a month-by-month description of activities required to complete the project. Remember that the project must be completed and a final report submitted by June 1, 2014.

Budget (20 points)

Recreate the following charts. In the expense chart, indicate whether the expense will be paid for with TPD funds, other funds, or if it is in-kind. In the income chart, list each source for project funding outside of TPD, and indicate whether those funds have been confirmed or if the request is pending.

- 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.
- The budget must show a match for the TPD request. The match may be all in cash, or up to 40%, or $6,000, in in-kind
- 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.
- Marketing expenses, salaries and administrative costs may be included in the total budget in order to present a complete budget for the project, but these items cannot be funded with TPD Agreement funds, nor may they count towards the match for the grant.
- National Endowment for the Arts funds may not be used as a match
- If the TPD Agreement request is for a single phase of a multi-phased project, the budget should include only the expenses for the project phase for which support is being sought.
Budget Chart

Total budget for the project __________
Total budget for this phase of the project (if applicable) __________
TPD request __________

<table>
<thead>
<tr>
<th>Expenses</th>
<th>TPD Expense</th>
<th>Other Expense</th>
<th>In-Kind</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Income Source</th>
<th>Confirmed or Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>

EXAMPLE

Total budget for the project __________
Total budget for this phase of the project __________ (if applicable)
Grant request __________

<table>
<thead>
<tr>
<th>Expenses</th>
<th>TPD Expense</th>
<th>Other Expense</th>
<th>In-Kind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Graphic designer</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example: Labor to install signs</td>
<td></td>
<td>$250</td>
<td>$500</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,000</td>
<td>$250</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income Source</th>
<th>Amount</th>
<th>Confirmed or Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Woodruff Foundation</td>
<td>$5,000</td>
<td>pending</td>
</tr>
<tr>
<td>Example: applicant cash</td>
<td>$2,000</td>
<td>confirmed</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$7,000</td>
<td></td>
</tr>
</tbody>
</table>

Support Material

Support Material is any additional material that helps the panel better understand the project and/or evaluate the work of any artists/consultants/companies/designers that will be involved. Support Material may include, but is not limited to:

- Photos (note: photos must be pasted into a Word document. No other formats will be accepted)
- Resumes/company profiles/bios
- Marketing material
• Plans/drawings
• Letters of Support
• Newspaper articles or other press

Support Material **MUST** be attached in e-Grant and will not be accepted if mailed separately from the e-Grant application. **Support Material is limited to 10 pages within the uploaded document.**

Please note: The maximum size for any attachment in e-Grant is 10 MB

Please note: If you are applying for funding for signage, the support material must include photos or renderings of the new sign design
Be sure to accomplish each item on this Checklist by the deadline.

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

**Attachments**
Each of the three attachment fields in e-Grant (A, B and C) will only accept one document, so follow these instructions to correctly submit your attachments:

Attachment A: Cut and paste all Excel documents into a single document and attach it in A
Attachment B: Cut and paste all Word documents into a single document and attach it in B
Attachment C: Cut and paste any additional documents into a single document and attach in C

Required Attachments may only be uploaded in MS Word, MS Excel, or PDF formats.

**Required elements:**
☐ Budget and Budget Breakdowns
☐ Grant Narrative (2 pages maximum)
☐ Time Line (no page limitation)
☐ Memorandum of Understanding *(if applicable)*
☐ Support Material (10 page limit)

Applications submitted without ALL of the required material will not be considered for funding.
Required material must be submitted via e-Grant and cannot be mailed, e-mailed, faxed or hand-delivered.
Grant material will not be accepted after the deadline.