



2021 MEETINGS/EVENTS FUND GRANT GUIDELINES AND APPLICATION

PURPOSE OF FUNDS

The purpose of the Explore Gwinnett MEETINGS GRANT is to provide funding to assist in drawing groups to choose Gwinnett County as a location for events, including but not limited to conventions, meetings, and tournaments.

USE OF FUNDS

Grants may be requested by hotels, meeting/attraction facility managers and event planners. To avoid confusion, the grant process should be discussed, submitted and finalized between the requesting party and Explore Gwinnett staff.

CRITERIA

Funds will be awarded for use in booking a specific convention, event and/or tournament.

Primary consideration is given to:

- Number of hotel room nights generated by planner, attendees and vendors

Additional consideration * is given to:

- Attendance
- Percentage of attendees from outside of Gwinnett County
- Utilization of local attractions and facilities
- Use of local suppliers/service providers
- Time of year
- Creation of revenue/economic impact for dining, retail and shopping

APPLICATION PROCESS

APPLICATION: Each applicant must include the signed guideline form, completed application, counter-signed between the facility/planner and any other requested information.

ELIGIBLE AMOUNTS: There is a range of grant amounts available, based on total hotel room nights. Please note: Various factors will impact if grant award is at the higher end of the range, including: hotel room nights, ancillary spending, opportunity of repeat booking and economic impact. Not all grant applications will receive the full amount.

DEADLINE: Applications are to be submitted at least two weeks prior to Explore Gwinnett's monthly board meeting, which is held on the 4th Wednesday in January, March, May, August, October and November. Applications need to be submitted at least 30 days prior to your event in order to be accepted. Grant applications will NOT be considered post-event.

REPORTING/ACCOUNTING AND PAYMENT PROCEDURES

REPORTING/ACCOUNTING: Up to 50% of the grant will be paid prior to the event, with the inclusion of a counter-signed agreement. The final 50% of the grant will be paid post-grant, following receipt of official hotel room night pick-up report. If hotel room nights do not meet the original grant criteria (i.e. a larger % of projected room nights do not materialize), grant reimbursement may be adjusted downward, and applicant may not receive the full amount.

PAYMENT: Payment will be made directly to the organization, facility or vendor. Payment is not made to individuals associated with the planning organization. Final payment will be made after the completion of the event and all requested receipts/reports are received by Explore Gwinnett.

REVIEW PROCESS

Grants are discretionary, based upon available funds, other anticipated use, and appropriateness and anticipated effectiveness of the accepted event.

Applicant Signature _____ Date: _____

FOR CVB OFFICE USE ONLY:

Date Meetings Grant Submitted: _____

Did the Applicant Submit:

- ☐ Completed Application
- ☐ Event Description
- ☐ Budget Worksheet
- ☐ Proposal Summary by Event Organizer

Previous Grants: Yes _____ No _____

Previous Grant Dates: _____

Did the Applicant Meet All Requirements: _____

Date Reviewed/Decision by CVB Board of Directors: _____

Date Invoices/Receipts Submitted for Grant Award: _____

Date Meetings Fund Grant Check Issued to Applicant: _____

2021 MEETINGS/EVENTS FUND GRANT APPLICATION

The Explore Gwinnett (Gwinnett Convention and Visitors Bureau) Meetings Grant Program is a program designed to generate overnight hotel stays, thus generating visitor spending and economic impact. The fund has a fixed amount available per year for grants, with a \$5,000 maximum grant.

Program Contact: Lisa Anders, Executive Director, 770.814.6044 or lisa@exploreghwinnett.org

PURPOSE OF THE GRANT PROGRAM:

- To assist event/meeting planners OR local facilities as they bid for regional meetings, events and tournaments generating hotel overnight stays and creating a significant economic impact for Gwinnett County. Meetings can represent a wide variety of markets, from conventions, meetings, faith-based conferences and tradeshows.
- To be used judiciously to assist in helping hoteliers "bring the meeting home."
- To bring in new meetings/events into Gwinnett but NOT to fund in-state events that are already existing and are recurring events on an annual basis.
- Priority is given to expanding existing events to create additional room nights and economic impact and to first-time Gwinnett events (with established history).

GRANT PROGRAM USES: (Check all that apply)

- ☐ Facility Rental
 ☐ Transportation
 ☐ Other (specify) _____
☐ Parking Fees
 ☐ Audio-Visual

The grant fund mission is to offset costs that would potentially create obstacle to winning the event bid, or the ability to bring the event to Gwinnett. Explore Gwinnett reserves the right to determine the eligibility of the expense.

Grant funds may NOT be used for:

- Alcohol
- Guest Rooms
- Food and Beverage Costs
- Out-of-County Expenditures
- Meeting Planner Fees
- Attrition Fees

APPLICATION

All applications must include the signed guidelines form. Applications should be submitted to Explore Gwinnett Executive Director, Lisa Anders, and must be completely filled out in order to be considered.

APPROVAL OF GRANT

For approved grants, a countersigned contract with detailed room block agreement must be provided. If the meeting/convention/event fails to materialize, a full reimbursement of ANY paid-out funds must be made within 30 days of officially cancelling the event.

EVENT FINAL REPORT

The Meetings Mean Business grant evaluation must be submitted within 30 days after the meeting/event/convention has concluded. The final 50% will be issued at this time.

If the room pick-up is not comparable with the amount claimed on the initial application, Explore Gwinnett reserves the right to amend the grant funding to adjust for decreased room nights.

The following should be included in the evaluation:

- Documented Hotel Room Nights (full grant amount may be adjusted if room night block is lower than anticipated). Screenshot from hotel required (see right for example).
- Analysis of event's success, changes for return and revenue impact

AVAILABLE FUNDING

The maximum amount of a grant is \$5,000, and while many factors can play into grant decision, the overriding factor is documented generation of hotel room night stays, total event/food and beverage revenues and opportunity for future or expanded events. Total room nights play the determining factor in the level of grant funding.

650 room nights or more	\$4,500 to \$5,000*
500-649 room nights	\$4,000-\$4,500
350-499 room nights	\$3,000-\$4,000
150-349 room nights	\$1,500-\$3,000
125-150 room nights	\$1,000-\$1,500

*Restricted to events utilizing multiple hotels.

The screenshot shows a software interface for managing hotel bookings. At the top, it says "SHATL177 - Business Block". Below this are several input fields: "Acct/Com", "Agent", "Group", "Contact", "Property" (set to SHATL177), "Name", "Status" (set to PRO), "Market", "Source", "Owner", "Start Date", "End Date", "Cutoff Date", "Follow up Date", "Decision Date", "Cutoff Days", and "Elastic". There are also checkboxes for "Print Rate", "Suppress Rate", and "Master Block". At the bottom, there are two tables: "Rooms Revenue (in USD)" and "Catering Revenue (in USD)".

Calc.	Blocked	Picked-Up	Available
Room Nights		0	0
Net Revenue	0.00	0.00	
Net Rate	0.00	0.00	

Rev. Type	Forecast	Revenue	Margin	%

MEETINGS MEAN BUSINESS GRANT APPLICATION

APPLICANT INFORMATION

Organization Name: _____
Name/Title of Person Filling Out Application: _____
E-Mail: _____ Phone: _____
Address: _____ City/Zip: _____
FEIN Number or Non-Profit Organization Status: _____
Amount of Grant Funding Requested: _____

EVENT INFORMATION

Event Title: _____ Event Date: _____
Organization Hosting/Putting on Event: _____
Website: _____
Have you ever received grant funding from Explore Gwinnett (Gwinnett Convention and Visitors Bureau) for any event previously, and if so, how much? _____
Brief Description of Convention/Event/Meeting: _____
Location: _____ Event Venue: _____
Has the Facility Been Secured? (If so, please attach contract) _____
Facility Contact: _____

MEETING/EVENT/CONVENTION HISTORY (MANDATORY)

Previous Location/Date(s): _____
Previous Venue: _____
Attendance: _____ Total Room Nights: _____ Peak Night: _____
Previous Location/Date(s): _____
Previous Venue: _____
Attendance: _____ Total Room Nights: _____ Peak Night: _____

ADDITIONAL INFORMATION

What work will need to be done to secure this meeting/convention/event?

Does event have off-site events, functions or activities planned (in and/or outside of hotel or convention center)? Please provide details. _____

Does this meeting/event/convention have public relations benefits to the local community?

VISITOR SPENDING/PARTICIPATION PROJECTIONS

Total Expected Participants (Attendees, Staff, and/or Vendors) _____
Out-of-State _____ Georgia _____
Number of Hotel Rooms _____ X Average Number of Nights _____ x Average Room Rate = \$ _____
Additional Visitor Spending Expenditures (if available): _____

ATTACHMENTS

Please include event budget (including facility rental), an event marketing plan or any other appropriate event information.