



108 West Marion Street, Eatonton, GA • 706-485-7701 • tourism@eatonton.com • www.visiteatonton.com

Marketing Support Grant Guidelines

The Eatonton-Putnam Chamber of Commerce through their Tourism Department, Visit Eatonton, is administering the Tourism Marketing Support Grant to financially support tourism development activities at the local level. Strong consideration will be given to grant applications that serve the goals and objectives of Visit Eatonton.

a. Application Procedure

- Award Notice: Applicants will be notified within 30 days of their application status.
- Grant Finalization and Project Completion Report Due: 90 Days after the event date.
- Applications can be hand-delivered, mailed, or e-mailed.
- Grant applications will be reviewed and approved by Visit Eatonton Staff. Grant recipients will be notified via email as to what was approved with the grant process.

b. Guidelines & Eligibility

- Must be a documented non-profit agency as defined by the Internal Revenue Service.
- The entity non-profit agency must be in Putnam County, Georgia.
- For events, the event must be held in Putnam County, Georgia.
- For attractions, attractions must be operated in Putnam County, Georgia.
- This grant requires the monies to be spent on out-of-county advertising to drive tourists to Putnam County. Given the regional footprint of the DOCK 103.9 radio station, advertising efforts through said radio station are considered to be out-of-county advertising.
- Applicants are welcome to contact Visit Eatonton staff for advice by phone at 706-485-7701 or e-mail tourism@eatonton.com before applying to ensure that applications fall within tourism grant guidelines.
- Visit Eatonton does not fund administration fees/salaries or actual components of an event (ex. bands, food, equipment, fireworks, lighting, etc.).
- Visit Eatonton does not fund any marketing agency fees, graphic design fees, or printing costs.
- 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.
- The actual number and size of grants will depend on available funding and the number and quality of applications.
- All awards are made without regard to race, age, sex, religion, physical handicap, or national or local origin of applicants.
- Visit Eatonton 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 and as funds are available. If an application is deemed incomplete, it will be returned back to the applicant.

- All reimbursement requests must be received by **three months** past the end of the festival or event. ****Failure to comply will result in a loss of funding.****
- If there are any changes to the grant that the applicant wishes to receive reimbursement for or if the advertising costs increase from what is requested, these changes need to be submitted in writing to Visit Eatonton staff and approved. ***Failure to comply will result in a loss of funding for that advertisement.***
- A sponsorship benefits package equivalent to the dollar amount of the grant funds awarded must be given to Visit Eatonton. Sponsorship benefits could include, but are not limited to: event tickets, website exposure, print advertising acknowledgment, press passes, etc.”
- Organizations receiving a tourism grant must have a reciprocal link on their website to www.visiteatonton.com. The consumer must be able to reach www.visiteatonton.com with one click.
- Allocation
 - Tourism grant payments will reflect 50% of total out-of-county advertisement cost or no more than \$500 per event/per organization.
 - Any organization can receive up to \$1,000/per fiscal year in marketing grant funding.

c. Evaluation Criteria

The following is taken into consideration by Visit Eatonton in evaluating applications. Visit Eatonton will continue to support and market local special events & festivals that bring to Putnam County both day-trippers and overnight visits to Eatonton/Putnam County.

- The event serves the goals and objectives of Putnam County Tourism Initiatives.
- The event demonstrates the potential for a strong positive return on investment and appears sustainable.
- The project demonstrates how it will increase visitation, length of stay, and/or tourism expenditures from outside the County or from a major out of the market segment.
- Applicants should be able to demonstrate the ability to execute their event without depending on the continued financial assistance from these funds. It should be the intention of the organization to be self-sustaining.

d. Cancellation

- When a Marketing Support Grant has been awarded for an event pursuant to these Guidelines and the event is canceled due to Force Majeure, as defined herein, Visit Eatonton will proceed with the processing and payment of any reimbursement request related to the canceled event.
- When a Marketing Support Grant has been awarded for an event pursuant to these Guidelines and the event is canceled for any reason other than Force Majeure, as defined herein, Visit Eatonton reserves the right to reject and/or refuse the payment of any reimbursement request related to the canceled event.
- **Definition of Force Majeure.** Force Majeure means any event or circumstance, or combination of events or circumstances, that is beyond the reasonable control of the grant recipient claiming Force Majeure, not reasonably foreseeable, and which causes the cancellation of an event for which a Marketing Support Grant has been awarded pursuant to these Guidelines, including (i) any explosions, implosions, fires, conflagrations, accidents or contamination, (ii) unusual and unforeseeable weather conditions such as floods, torrential rain, hail, tornadoes, hurricanes, lightning or other natural calamities or acts of God, (iii) acts of war (whether or not declared), carnage, blockade or embargo, (iv) acts of public enemy, threats of terrorism or acts of terrorists, riot, public disorder, or violent demonstrations, (v) strikes or other labor disturbances, or (vi) public health emergency, epidemic, pandemic, or quarantine.