



Johns Creek Convention and Visitors Bureau

## **2019 Tourism Product Development Grant**

### **Purpose**

The Johns Creek Convention and Visitors Bureau (JCCVB) Tourism Product Development Grant exists to assist Tourism partners in developing new Tourism products and experiences that will attract new overnight visitors to Johns Creek, Georgia.

The JCCVB is the official Destination Marketing Organization of Johns Creek, Georgia. Our mission is to serve as an economic catalyst by marketing the City as a destination for business and leisure travelers. Increased overnight stays increase visitor spending and positive economic impact in Johns Creek.

Applicants may request up to \$5,000 for any single product or experience.

### **Criteria**

- Ability to draw day travelers and potential overnight visitors from outside Johns Creek.
- Ability to create new, unique experiences and/or to bring in new meetings/events into Johns Creek (i.e. not fund recurring events on an annual basis).
- Ability to promote Tourism product outside of Johns Creek, GA.
- Ability of experience or event to grow over two or more years.

### **Selection Process**

The JCCVB Tourism Product Development Grant Committee will review all qualified applications as they are received. All grant applications must be received 30 days in advance of next scheduled JCCVB Board of Directors meeting in order to be reviewed at next scheduled meeting.

Applications must be completely filled out in order to be considered. Incomplete applications will not be reviewed until they are complete. Applications should be submitted to JCCVB Executive Director via mail or email:

Johns Creek Convention and Visitors Bureau  
Attn: Executive Director  
10700 Abbotts Bridge Rd. Suite 190  
Johns Creek, GA 30097  
visit@johnscreekcvb.com  
404-370-2044

Applications will be scored based on criteria stated above by the JCCVB Tourism Product Development Grant Committee. If approved by the committee, applications will be recommended for review by the JCCVB Board of Directors and applicants will be invited to present their Tourism Product Development Project to the JCCVB Board of Directors at next scheduled meeting. JCCVB Board of Directors have full discretion on application approval and amount of funds awarded to approved recipients.

## **Conditions**

The Tourism Product Development Grant Committee reserves the right to approve grants based on assessment of need and demonstrated potential to draw overnight visitors. A grant may be awarded for less than the amount requested, depending on the number of applications received, appropriateness of marketing initiative, and total funds available for grants.

Because the source of the grant organizations' funding is public, all applications are subject to public record requirements. Submitted applications will be disclosed upon request.

Grant funds may not be used for the purchase of alcoholic beverages, guest rooms, to pay salaries, food & beverage for planners/attendees, fixed overhead costs or standard operational expenses.

## **Funding and Reimbursement**

All grant funds are available on a reimbursement basis only. All reporting requirements must be satisfied in order to receive reimbursement. Copies of paid invoices, cancelled sheets, printed samples, or other backup information which shows proof of payment must accompany all requests for funds.

## **Final Report**

Recipients of Tourism Product Development Grant funding are responsible for presenting a Tourism Product Development Final Report to the JCCVB Board of Directors. Final report should be presented within 60 days after the project is completed and should include:

- Overview of completed product, including key performance indicators and measure of economic impact
- All documented hotel room nights directly related to product
- Opportunities for improvement and future goals to grow and develop product

## **Grant Contact Information**

Shelby Marzen, JCCVB Executive Director  
visit@johnscreekecvb.com  
404-370-2044  
10700 Abbotts Bridge Rd. Suite 190  
Johns Creek, GA 30097



Johns Creek Convention and Visitors Bureau  
**Tourism Product Development Grant - Application**

**Contact Information**

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Tourism Product Information**

Title/Name of Product: \_\_\_\_\_

Anticipated date of completion: \_\_\_\_\_

Total Expected Participants: \_\_\_\_\_ From out-of-state: \_\_\_\_\_ From GA: \_\_\_\_\_

Please briefly describe the Tourism Product, including its mission, goals, and plan for implementation:

How will this product generate new visitor spending and overnight stays in Johns Creek?

How will you market and promote the tourism product to visitors outside of Johns Creek?

If selected, what are the next steps that must be completed to secure this new Tourism Product?

**To complete the application, please also attach:**

- Product strategic plan and budget
- Product marketing plan and example of marketing materials
- Three letters of support for the project
- Any additional documents of materials to show Tourism potential of project

**Application Submission Date:** \_\_\_\_\_