GSBTA GRANT APPLICATION

GSBTA generally meets the 4th Thursday of each month and will notify applicants following their meeting of what action was taken on the request. <mark>GSBTA may award up to $25,000 total per quarter but will not exceed 20% of the projected available budgeted funds</mark>. Funds not used will be placed in GSBTA account to be used for other projects. GSBTA reserves the right to ask for additional information and proof of expenditures for projects submitted for funding. A written report must be submitted to GSBTA within 30 days of project completion with a summary of the event/activities and grant fund expenditures. GSBTA provide ½ of the requested funds up front and the remaining ½ after the final report on the event/activity/project is submitted to GSBTA with documentation of expenditures. ***Certain circumstances will be considered for full funding prior to the event/activity/project start.

All grant recipients' programs/projects must be OPEN TO THE PUBLIC in order to be considered for funding. No private organization/club or individual functions can be considered.

Grants will be awarded in two categories: 1. Advertising and Promotion with a maximum of $10,000 to be awarded an approved project.
2. Capital projects of $10,000 or more will be considered on each individual project and the value it will bring to the Griffin-Spalding area and on funds available to support the project.

Please address the following:

Criteria One: What is the return-on-investment projection (ROI)? Is it expected to yield tourism traffic with relatively low investment? How does this project generate daily or overnight visits to this area? What financial resources does the requesting organization intend to provide? PLEASE outline and provide specific information i.e. budget.

Criteria Two: Detail the applicant organization's capacity to implement the grant, including identifying the project leaders and qualifications.

Criteria Three: Are the skills needed to complete this project available with the requesting organization or within the community? (Higher priority to projects that can be done in-house.)

Criteria Four: What is the projected length of time needed to complete this project? Higher priority to projects with shorter duration.