GRIFFIN+SPALDING BUSINESS & TOURISM ASSOCIATION
Pre-Proposal Items to Address
(Pre-Proposal Elements and Format)

1. **TITLE OF PROJECT/PROGRAM/EVENT**

2. **INTRODUCTION:** The introduction provides background information about the project, program or event. The project, program or event should exhibit the capacity to build additional economic impact through tourism by creating jobs expanding visitation to the community, or attracting a new market of visitors.

3. **GOAL:** In this section, state the Goal(s) of the project, program or event. A goal is an overarching statement of what you want to achieve.

4. **OUTCOMES**: These are explicit measurable statements that tell when you have achieved your goal(s).

5. **OBJECTIVES:** This section should describe the project opportunity that will benefit the City of Griffin and Spalding County.

6. **TOURISM AREAS OF VALUE:** Check where your program, project, event will fit.
   _____Heritage and History
   _____Arts, Entertainment and Events
   _____Sports and Recreation
   _____Architecture and Historic Preservation
   _____Establishments for Eating, Drinking and Shopping
   _____Agritourism
   _____Nature
   _____Marketing (If, request is for marketing collateral such as website, brochures, mobile apps, or other promotional materials – applicant must provide explanation about how a funding source will continue to maintain marketing project or fund reproduction following initial grant; grant will not fund or supplement an organization's general marketing, advertising or PR budget.)

Grants will be awarded in two categories, please check one:

_____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.

 The Pre-Proposal indicates your desire to apply for a GSBTA grant.

Approval of the Pre-Proposal indicates your project, program, event, meets the qualification to be considered for funding and to proceed with the Grant Application.