

# BAINBRIDGE CONVENTION & VISITORS BUREAU

## REQUEST FOR FUNDS

### Policies & Application

#### I. INTRODUCTION

The Bainbridge CVB administers funds collected from a local hotel-motel tax on occupied transient lodging sales, i.e. hotels/motels. The funds are designated to promote Bainbridge as a preferred visitor destination with emphasis in the following markets: meetings and conventions, group leisure travel, special events, cultural activities and sporting events.

The Bainbridge CVB allocates a percentage of its annual budget in a grant program for organizations coordinating events with a demonstrated history of visitor impact or significant potential to draw visitors to the area.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the Bainbridge CVB will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

#### II. FUNDING ELIGIBILITY

To be considered for funding, the event must first and foremost attract overnight visitors to Bainbridge, Georgia impacting transient lodging occupancy, i.e., hotels/motels. ***All applications must be submitted at least 60 days prior to an event.***

In addition, the Bainbridge CVB recognizes the significant impact that some events may have on the community in furthering economic development and the quality of life. Thus, other factors that may be considered in funding eligibility are:

- Date of the event. Is the event scheduled during a typically low occupancy period?
- Estimated number of out-of-town visitors and their length of stay.
- Is there a marketing plan for the promotion of the event?

The amount of funding to be awarded is determined by the estimated economic impact of the event and the amount of funds available in the budget. Please see the following guidelines for funding:

ROOM NIGHTS	ECONOMIC IMPACT	POSSIBLE GRANT
Up to 75	\$15,000 or higher	Up to \$1500
75 - 200	\$35,000 or higher	Up to \$3500
200 - 300	\$50,000 or higher	Up to \$5000

How to find the funding level for grant request:

Column 1 represents the number of estimated room nights for the event. Column 2 represents the estimated economic impact range for your event. Column 3 represents the range of money for which the grant may qualify.

EXAMPLE: If the estimated number of hotel room nights is 50 and the economic impact is \$20,000, the grant award can be as much as \$1500.

EXAMPLE: If the estimated number of hotel room nights is 250 and the economic impact is less than \$50,000, the committee will vote on which level to pay the grant based on the complete application and community impact level.

*Funding is based on a fiscal year budget from October 1 – September 30 and is available on a first come, first served basis. Once the funds are allocated for the year, there will be no more funds until the next fiscal year.*

### III. STATEMENT OF POLICIES

A. Grant funds are to be reimbursed after your event, once all receipts and a Post Event Report have been submitted.

B. Grant funds are intended to supplement the sponsoring organization's budget, not supplant it.

C. Funding is intended to support marketing and promotional efforts. Funding is not intended to support administrative costs or non-public events.

D. The Bainbridge CVB also reserves the right to authorize and approve expenditures or specific uses of grant funds.

E. Recognition of the Bainbridge Area Convention and Visitors Bureau must be included where appropriate on all printed material and referred to in public relations activities. A camera-ready logo can be provided.

Requests for funding shall be made on the attached application form and submitted to:

Bainbridge Convention & Visitors Bureau  
PO Box 158  
Bainbridge, GA 39818

**For questions contact:** Julie Harris, 229-243-8555

### IV. APPROVAL PROCESS

The Bainbridge CVB will review all requests at their regularly scheduled board meeting. If desired, each applicant may make a short oral presentation to the CVB during their meeting. Final approval will be made by the CVB at a regularly scheduled meeting.

**BAINBRIDGE CONVENTION & VISITORS BUREAU  
REQUEST FOR FUNDS**

**APPLICATION**

*(All applications must be received at least 90 days prior to an event)*

Please Print or Type:

1. Name of Event: \_\_\_\_\_

2. Date(s) of Event: \_\_\_\_\_ Cost to Attend: \$ \_\_\_\_\_

3. Description of Event (regional, national, adult, youth, individuals or team, etc):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Host Organization: \_\_\_\_\_

5. Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Contact #: \_\_\_\_\_ Email Address: \_\_\_\_\_

6. Non-Profit Organization: \_\_\_\_\_ Yes: \_\_\_\_\_ No:

If yes, Tax I.D. # \_\_\_\_\_

7. Has venue/facility been secured? \_\_\_\_\_ Yes \_\_\_\_\_ No

If so, please list: \_\_\_\_\_

8. Has hotel been secured? \_\_\_\_\_ Yes \_\_\_\_\_ No

If so, please list: \_\_\_\_\_

9. Anticipated # of out-of-town overnight visitors: \_\_\_\_\_

Anticipated # of total attendees: \_\_\_\_\_



14. Amount of funding requested: \$ \_\_\_\_\_

Intended use of funds: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

14. Have you received funds from the CVB in the past? \_\_\_\_ Yes \_\_\_\_ No  
If yes, include amount, name of event and year received:

\_\_\_\_\_

15. Needs requested (staff support, bags, promotional items, etc.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**16. INCLUDE WITH APPLICATION: BUDGET FOR ENTIRE EVENT**

Please return the original signed application and attachment requested to:

Bainbridge Convention & Visitors Bureau

PO Box 158

Bainbridge, GA 39818

**APPLICANT:**

I, hereby, certify that I have been provided a copy of the Policies and Procedures of the Bainbridge Convention & Visitors Bureau Request for funds. I agree to comply with the policies therein as a condition of receiving grant funds from the Bainbridge Convention & Visitors Bureau.

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

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

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)