

TOURISM GRANT PROGRAM ELIGIBILITY:

- Registered nonprofits
- Held within Gilmer County
- Promoting Gilmer County as a preferred visitor destination and boost overnight stays
- Taking place during low-occupancy seasons, avoiding Peak Visitor Periods
- Completed by December 31, 2024

2024 GRANT CYCLE TIMELINE

PROCESS	DATE
Applications Available	August 1, 2024
Deadline for Applications	September 30, 2024
Complete Post-Event Report	60 Days After Event Completion
Funds Sent To Applicant	Following Approval of Post-Event Report

2024 PEAK VISITOR PERIODS

DATE	EVENT
August 31 - September 1, 2024	Labor Day Weekend
November 28 - December 1, 2024	Thanksgiving Weekend
December 22 - 28, 2024	Christmas Week

GRANT PROPOSAL SCORING

RATING CRITERIA	HIGHEST POSSIBLE POINTS
Generation of Overnight Stays and Visitor Appeal	20
Event Description, Sustainability, and Public Health & Safety Plan	10
Event Funding Need and Budget	10
Marketing Plan and Branding	10
Total Possible Points:	50