



Convention and Visitors Bureau

AGENDA

Thursday, November 11, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- [1.](#) CVB October Minutes

APPROVAL OF CURRENT FINANCIAL STATEMENTS

- [2.](#) CVB September Financials

Chairman's Report

Director's Report

OLD BUSINESS

NEW BUSINESS

- [3.](#) Tourism Product Development Grant - DRAFT

ANNOUNCEMENTS

Next meeting will be December 9th at Monroe City Hall.

ADJOURN



Convention and Visitors Bureau

MINUTES

Thursday, October 14, 2021

9:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:39 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chairman Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Charles Sanders
- Board Member Wesley Sisk
- City Council Representative Ross Bradley
- Board Member Chris Collin

CITY STAFF

- Leigh Ann Walker
- Sadie Krawczyk

APPROVAL OF EXCUSED ABSENCES

APPROVAL OF MINUTES FROM PREVIOUS MEETING

- . CVB September Minutes

Approved - Motion made by Secretary Gray, Seconded by Board Member Sisk.
 Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley,

Board Member Collin

APPROVAL OF CURRENT FINANCIAL STATEMENTS

. CVB August Financials

Approved - Motion made by Board Member Collin, Seconded by Vice Chairman Malcom. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

Chairman's Report

None.

Director's Report

Sadie Krawczyk noted there is good activity regarding a Hampton Inn development.

OLD BUSINESS

Bicentennial Week Updates
Tripadvisor Ad Campaign
TV Commercials

NEW BUSINESS

McDaniel-Tichenor House Governor's Ball - Nov. 4th

Board members suggested we consider a Tourism Product Development grant to support local tourism products rather than sponsorship of events. Ms. Krawczyk proposed bringing a draft grant program to review next month.

ANNOUNCEMENTS

Next meeting will be Nov. 11, 2021 at Monroe City Hall.

ADJOURN

Motion made by Vice Chairman Malcom, Seconded by City Council Representative Bradley. Voting Yea: Chairman Anderson, Vice Chairman Malcom, Secretary Gray, Board Member Holder, Board Member Sanders, Board Member Sisk, City Council Representative Bradley, Board Member Collin

Profit & Loss

January through September 2021

	<u>Jan - Sep 21</u>
Income	
314100 · Hotel/Motel Tax Funds	43,976.16
361000 · Interest Received	2.72
389000 · Other Misc. Revenue	325.00
	<hr/>
Total Income	44,303.88
Expense	
523300 · Advertising	
523312 · School Sponsor Ads	150.00
523313 · Direct Mail	5,324.94
523314 · Magazines	5,450.00
523315 · Commercial	8,549.25
	<hr/>
Total 523300 · Advertising	19,474.19
523600 · Dues and Subscriptions	488.00
532900 · Misc. Expense	
Equipment for Downtown	3,500.00
Alleyways/Murals	2,175.00
	<hr/>
Total 532900 · Misc. Expense	5,675.00
Total Expense	<hr/> 25,637.19
Net Income	<hr/> 18,666.69 <hr/>

Monroe Convention & Visitors Bureau

Profit & Loss

September 2021

	<u>Sep 21</u>
Income	
314100 · Hotel/Motel Tax Funds	15,830.73
361000 · Interest Received	0.32
389000 · Other Misc. Revenue	200.00
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Total Income	16,031.05
Expense	
532900 · Misc. Expense	
Equipment for Downtown	3,500.00
Alleyways/Murals	2,175.00
	<hr/>
Total 532900 · Misc. Expense	5,675.00
	<hr/>
Total Expense	5,675.00
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Net Income	<u>10,356.05</u>

Balance Sheet

As of September 30, 2021

	<u>Sep 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
111116 · General Fund Checking	50,950.53
Total Checking/Savings	<u>50,950.53</u>
Total Current Assets	<u>50,950.53</u>
TOTAL ASSETS	<u>50,950.53</u>
LIABILITIES & EQUITY	
Equity	
134220 · CVB Fund Balance	32,283.84
Net Income	18,666.69
Total Equity	<u>50,950.53</u>
TOTAL LIABILITIES & EQUITY	<u>50,950.53</u>

City of Monroe Convention & Visitors Bureau

Tourism Product Development Grant

To help develop new tourism products within the City of Monroe, the Monroe CVB offers grants to businesses and non-profits. Through the program, we hope to support innovative and unique experiences based on our local culture and heritage. This funding program is designed to spur tourism development activities at the local level that maintain and create jobs, attract tourists, and enhance the visitor experience.

The TPD program is designed to financially support sustainable tourism development activities at the local level that

- maintain and/or create jobs
- attract tourists (visitors from outside of the community)
- enhance the tourist's experience

TPD support will go to projects that are near completion in planning and/or execution. TPD funds are not meant to jumpstart a project, but rather complete a project.

Applicants may only apply for projects that are located within the City of Monroe.

Projects must be completed between within 12 months of receiving funds. If the project is in phases, the phase for which TPD funding is sought must be completed during this time. Failure to complete the project on time as outlined in the application will constitute a breach of the Agreement and funds must be returned to the CVB by the Applicant.

There are three types of projects that TPD funds will support:

- 1. Construction**
- 2. Research**
- 3. Events**

1. Construction Projects

Examples of projects that would fall under the Construction category are:

- Commencement or phased build-out from pre-existing master plans
- Historic preservation projects
- Directional or interpretive signage (note: marketing signage is not eligible for support)
- Renovations or additions to an existing structure
- Displays/exhibits for artwork or artifacts
- Construction projects, such as the addition of a stage
- Development of trails or paths

Special Construction Stipulations:

- Applicants may apply **for \$20,000 only**

- Applicants may only apply for renovation projects on property that is owned by the applicant or a partner organization by the grant application deadline.

2. Research Projects

Examples of projects that would fall under the Research category are:

- Preservation plans
- Archeological projects
- Authentication/dating of artifacts

Special Research Stipulations:

- Applicants may apply for **\$20,000** only
- Feasibility studies are not eligible

3. Events Projects

Examples of projects that would fall under the Events category are:

- Festivals
- Performances
- Lectures/Symposia
- Reenactments
- Commissions of plays or artwork

Special Event Stipulations

- Applicants may apply for **\$10,000-\$20,000**
- The intent of the TPD grant is to spur new projects or add new components to existing events. The grant is NOT intended to maintain the status quo with already-existing events.

Requirements

- TPD funds are not intended for marketing purposes.
- TPD does not fund administrative fees or salaries. Please note that artist fees are not considered administration or salaries, and are therefore eligible.
- TPD requires a local match for the amount requested. The match can be a 100% cash match, or may contain up to 40% in-kind services or materials. National Endowment for the Arts funds cannot be used as a match. Applications not showing a match will be ineligible for review.
- Applicants are responsible for securing all appropriate and necessary state, federal, tribal and local permits and/or individual or landowner consents required to execute the project.
- Mitigation activities performed as a condition or precondition for obtaining a Federal permit, license, or funding by other Federal programs are not eligible for these funds.
- No more than one project application may be submitted by any one applicant.
- The actual number and size of awards will depend on available funding as well as the number and quality of applications.

The Monroe CVB reserves the right to reject any and all applications. Additionally, applications will be accepted only if they meet the requirements set forth in this document. At all times, Monroe CVB reserves the sole and absolute discretion not to award any TPD Agreement funds.

Applicant Interviews

The TPD applications will be reviewed during the regularly scheduled CVB meetings on the 2nd Thursday of each month at 9:00 am in the Council Chambers at City Hall (215 N. Broad Street). The panel may call applicants at that time to ask further questions about the project.

Deadlines

Complete applications must be submitted by 5 pm on the last Friday of the preceding month before the next regularly scheduled CVB meeting. Applications can be hand delivered to City Hall or emailed.

Projects must be completed and a Final Report submitted by the last day of the 12th month after the award date. No extensions will be granted either on the completion date of the project or the deadline for the Final Report. Final Reports submitted after this deadline will forfeit the balance due on the award. If a project is not completed by the deadline, the applicant organization must return all award funds, and will not be eligible to apply for TPD funds in the future.

Award Announcements

TPD announcements will be made at the end of each month after consideration at the regularly scheduled CVB meeting.

Application Guidelines

All applications must include all required elements listed in the guidelines and in the checklist on the last page. Incomplete applications will not be considered for funding.

Documents may only be submitted in Word, Excel or PDF.

A. Memorandum of Understanding

If the applicant is working with a partner who will ultimately receive the grant funds, then the parties are required to submit a Memorandum of Understanding (MOU) as part of the application. The MOU outlines the specific duties that both the applicant and the partner will have related to the project. Both the applicant and the partner entities must play an active part in the project- the applicant entity cannot simply serve as a “pass-through” for TPD funds.

The MOU must be signed by both parties and submitted along with the rest of the application.

B. Narrative

The Narrative Response is **not to exceed 3 pages** and should include the following components.

Overview

Provide a brief overview of the project indicating how the TPD funds will be spent. The description should include:

- A description of the project
- A description of the geographic location of the project
- The name/names and credentials of the party/parties who will be accountable for the funds
- The name of the partner entity (if applicable)
- A case for the need for tourism development in this location

Background/Objectives/Impact

Describe the proposed project including:

- The origin of the project
- The project’s leadership and the experience of those people leading this type of project
- The importance to and impact on the local community
- A description of the relationship with the partner entity (if applicable)
- Evidence that the contractors/consultants/artists working on the project will produce high quality work
- Evidence that the project will attract tourists and/or lengthen their stays in the area
- Evidence that the project is sustainable and will continue to attract tourists once the grant period is over
- The project’s green (environmentally sensitive) components (if applicable)

Sustainability

- Describe the number of jobs that will be created through this project. (This may include full or part-time positions as well as the hiring of consultants or other temporary workers.)
- Describe how the project will increase tourism not only in FY15 but also in the coming years.
- If the application is for an annual event, the narrative must explain how the event will sustain itself in future years without TPD support

Readiness

Discuss the community’s readiness to take on this project. Give evidence that those involved have experience successfully completing other projects and that the community as a whole is prepared to welcome tourists.

Additional Questions

The following questions relate to the type of project for which you are requesting funding. You are only required to answer the questions related to your type of project.

1. Construction Questions:

- If the project includes work on a building/structure, detail what person or organization owns the building/structure and/or the land. (Applicants may not apply for Construction projects on buildings/property that is not owned by either the applicant or the partner organization.)
- Indicate if the site is on the Georgia Register of Historic Places and/or the National Register of Historic Places
- How will you ensure that the project will be completed by the deadline?

2. Research Questions:

- Describe the qualifications of the person/people that will be doing the project.
- How will this planning/research ultimately result in an event or entity that will attract tourists?

3. Events:

- If the application is for an already-existing event, explain how TPD funds will be used for new components or an expansion of the event.
- If the event is an annual or one-time event, explain how it will help sustain tourism even after it has ended.
- If the event is intended to be an annual event, explain how it will continue in the future without TPD support.

C. Time Line

Provide a timeline with a schedule of work. The schedule must be sufficiently detailed and manageable. Present the scope of work through a month-by-month description of activities required to complete the project. Remember that the project must be completed and a final report submitted by June 1, 2015.

D. Budget

Recreate the following charts. In the expense chart, indicate whether the expense will be paid for with TPD funds, other funds, or if it is in-kind. In the income chart, list each source for project funding in addition to TPD funds, and indicate whether those funds have been confirmed or if the request is pending.

All items listed in the budget must be reasonable, necessary to accomplish project objectives, allowable in terms of state and federal cost principles, auditable, and incurred during the contract period.

The budget must show a match for the TPD request. The match may be all in cash, or up to 40% in in-kind components.

Applications must include a detailed line-item budget breakdown that includes all major work elements and the cost of each element as discussed below.

Please note that “other,” “miscellaneous” and “contingency” are NOT acceptable budget categories.

Marketing expenses, salaries and administrative costs may be included in the total budget in order to present a complete budget for the project, but these items cannot be funded with TPD Agreement funds.

The budget must show at least double the amount of expenses as the request amount. For example, if an applicant is requesting \$20,000, then the budget must show at least \$40,000 in expenses **EXCLUDING** ineligible expenses (marketing, salaries, administrative costs, miscellaneous, etc.)

If the TPD request is for a single phase of a multi-phased project, the budget should include only the expenses for the project phase for which support is being sought.

Budget Chart

Total budget for the project _____

Total budget for this phase of the project (if applicable) _____

TPD request _____

Expenses	TPD Expense	Other Expense	In-Kind	Total
TOTAL				

Income	Income Source	Confirmed or Pending
TOTAL		

EXAMPLE BUDGET CHART:

Expenses	TPD Expense	Other Expense	In-Kind	Total
<i>Example: Graphic designer</i>	\$1,000			\$1,000
<i>Example: Labor to install signs</i>		\$250	\$500	\$750
<i>Example: sign fabrication</i>	\$1,000	\$1,750		\$2,750
TOTAL	\$2,000	\$2,000	\$500	\$4,500

Income Source	Amount	Confirmed or Pending
<i>Example: Woodruff Foundation</i>	\$1,000	<i>pending</i>
<i>Example: applicant cash</i>	\$1,000	<i>confirmed</i>
<i>Example: TPD Grant</i>	\$2,000	<i>pending</i>
<i>Example: In-Kind Donation</i>	\$500	<i>confirmed</i>
TOTAL	\$4,500	

E. Support Material

Support Material is any additional material that helps the panel better understand the project and/or evaluate the work of any artists/consultants/companies/designers that will be involved. Support Material may include, but is not limited to:

- Photos
- Resumes/company profiles/bios
- Marketing material
- Plans/drawings
- Letters of Support
- Newspaper articles or other press

Support Material is limited to 5 pages within the document.

Please note: If you are applying for funding for signage, the support material must include photos or renderings of the new sign design.

Be sure to accomplish each item on this Checklist by the application deadline.

___ Memorandum of Understanding *(if applicable)*

___ Grant Narrative (3 pages maximum)

___ Budget and Budget Breakdowns

___ Time Line

___ Support Material; 5-page limit

Applications submitted without ALL of the required material will not be considered for funding.