

**TOURISM MARKETING 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 June 30, 2025

2025 GRANT CYCLE TIMELINE	
PROCESS	DATE
Applications Available	January 15, 2025
Deadline for Applications	February 28, 2025
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
May 24 - 26, 2025	Memorial Day Weekend
July 4 - 6, 2025	Independence Day Weekend
August 29 - September 1, 2025	Labor Day Weekend
November 27 - 30, 2025	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
<b>Total Possible Points:</b>	<b>50</b>