



2026 City of Blue Ridge/Fannin County Tourism Cooperative Marketing Fund Application

Contact:

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The Fannin County Chamber of Commerce and CVB, the designated destination marketing organization for the City of Blue Ridge and Fannin County, announces the availability of funds in 2026 for the purpose of supporting tourism marketing projects that provide economic benefits to Fannin County and attract out-of-area visitors. The Chamber has set aside funding from both City and County hotel/motel tax funds that are restricted to marketing/advertising. Please complete and return this application by January 31, 2026. *If additional time is needed, please let us know as much detail as you can before January 31st.

The Chamber's contract with Blue Ridge and Fannin County specifies that the Hotel/Motel Excise Tax funds are restricted to:

"Encourage and promote economic growth in Fannin County by the attraction of additional tourism, trade shows and conventions and (the county) wishes to advertise, promote and encourage the use of all facilities and businesses related to tourism, trade shows and conventions, both public and private, located within the County, thereby increasing the County's revenues and creating employment opportunities within the county."

The Georgia Hotel/Motel Excise Tax Law 48-13-50.2 defines "Promoting tourism, conventions and trade shows" as:

"Planning, conducting or participating in programs of information and publicity designed to attract or advertise tourism, conventions or trade shows."



PROJECT EFFECTIVE DATE: Projects occurring January 1, 2026 – December 31, 2026

ELIGIBLE PARTICIPANTS:

- Individual 501(c)3 & (c)6 non-profit organizations
- Government Agencies

NON-ELIGIBLE: For profit companies or organizations

ELIGIBLE EXPENDITURES:

- Development of new events or major exhibits and activities
 - Out-of-market tourism advertising/marketing or promotion including digital, social media, print, television, direct mail, radio, or other types of advertising/marketing
 - Promotional activities that complement advertising, including materials that create brand awareness and maintain a positive image of Blue Ridge and Fannin County, e.g., printing of brochures, inserts, and display banners for events
 - Production of media advertising, photography, videography, website and social media
 - Marketing expenses, including outside professional marketing service
- *Consider using local businesses/vendors first. A list of Chamber Members can be found at <https://www.blueridgemountains.com/community/business-directory/>

DISALLOWABLE EXPENDITURES:

- Capital expenditures
- Rental of offices, repairs, renovation and/or remodeling of facilities
- General operating or administrative expenses
- General staff or personnel costs (excluding sales and marketing staff)
- Interest or the reduction of deficits or loans
- Expenses incurred or obligated before grant project approval
- Projects restricted to private or exclusive participation, other than certain grand and pre-opening expenses
- Scholarships or endowments
- Cash awards of any description
- Expenses not directly related to the approved program
- Activities related to any for-profit organization
- Activities or materials which violate the law



GUIDELINES:

- The amount awarded will be based on the total budget of the project, the potential economic impact of the project, and availability of funds.
- The application may include multiple marketing projects per applicant. Please specify.
- All creative **must** contain the blueridgemountains.com website link and Georgia's Blue Ridge or Chamber logo.
- Funds may not be used for political purposes or general advertising regarding your organization.
- Project must begin and end in the calendar year they are applied for.
- Project funds must be expended in the calendar year they are applied for.
- Applicants must include proof of non-profit status.

CRITERIA:

- Increase overnight visitation to Fannin County
- Ability to attract and service visitors
- Encourage destination sustainability and care of community resources
- Encourage cooperative partnerships between organizations
- Are located within a jurisdiction that financially supports the Chamber's efforts
- Establish clear, meaningful, and measurable results

ADDITIONAL GRANT REVIEW CRITERIA:

- Increase non-peak season tourism - January through June
- Increase the length of stay of visitors
- Increase Sunday–Thursday tourism
- Uniqueness of campaign or event
- Marketing plan
- Credibility of applicant organization
- Organization's tenure and sustainability
- Fiscal stability and administrative ability
- Potential for greater local economic impact in hospitality industry

*A review committee will review applications and determine awards according to the criteria, intent of the grant, and previous event or organization success. Additional information may be requested.

FINAL REPORT: A written summary of the results of your project.

The Fannin County Chamber of Commerce & CVB reserves the right to request:

- A summary of all expenditures, including copies of invoices and receipts.
- A summary of all revenues generated by your project (sponsorships, grants, gate receipts, concessions, etc.).
- Samples of advertising and promotions from the completed project (tear sheets, tapes, photographs, broadcast affidavits, audio/video tapes, etc.).



FANNIN COUNTY
CHAMBER & CVB

**2026 City of Blue Ridge/Fannin
County Tourism Cooperative
Marketing Fund Application**

Project Name: _____

Project Date: _____ Amount Applying For: _____

Name of
Applicant Organization: _____

Type of Organization: _____ FEIN Number: _____

Address: _____

City: _____ Zip: _____

Telephone: _____ Email: _____

Make sure to list all partnership organizations if more than one organization is involved.

Project Director: _____

Title: _____

Address: _____

City: _____ Zip: _____

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PROJECT DESCRIPTION

Provide a description of the project(s) including the detailed use of media (specific markets that will be targeted, how it will work to increase overnight visitation).

Your narrative must include: the overall theme of your program, its goals and objectives in support of generating overnight visitation and a rationale as to how the means that you have selected will meet these goals and objectives.

Include a description of how you plan to evaluate the success of the program.

Include information about the success of the project from the prior year (ig Fire and Ice sold 5,000 entry tickets).

Add sheets if needed.



Marketing Budget

Note: Applicant can provide the marketing budget for the project or organization instead of the form below if available.

1. Media
 - A. Newspaper
 - B. Magazine
 - C. Television
 - D. Radio
 - E. Billboards
 - F. Digital advertising
 - G. Social Media
 - H. Video
2. Printing Costs
 - A. Brochures
 - B. Direct Mail
 - C. Posters
3. Trade Show
 - A. Registration Fee
 - B. Trade Booth
4. Tourism Research
 - A. Survey
6. Production Cost/Marketing/Graphic Design
5. Website/App Development
7. Other
- TOTAL

Total Project Budget:



2026 COOPERATIVE MARKETING PROGRAM

Certification

"I hereby certify that I represent (Organization) _____ and have the authority to speak for and bind my signature for the organization, that the information supplied in this application is true and correct, and that I have read and understood the procedures and guidelines that govern the cooperative marketing funds from Fannin County and the City of Blue Ridge, as distributed by the Fannin County Chamber of Commerce & CVB. I certify that each partner identified in the application has been notified and consents to the application. In addition, I understand that it is required to use the Georgia's Blue Ridge and/or Chamber logo in all advertising and print materials."

Name (Print): _____

Signature: _____

Title: _____ Date: _____

Approval _____ Date _____