

# 2022

## ALABAMA TOURISM DEPARTMENT

### Tourism Event Grant Guidelines

The 2022 Tourism Legislative Grants Program is designed to attract out-of-state tourists and generate revenues by promoting attendance at communitywide special events.

Since out-of-state visitors spent more money than local attendees, the highest priorities will be given to attractions and events that bring tourists from other states. Each House district will receive five (5) \$2,600 grants and each Senate district will receive ten (10) \$3,900 grants.

It is probable that more money will be requested than the amount appropriated by the Alabama Legislature. Every attempt will be made to disburse funds broadly and fairly across the state.

Should multiple applications from the same area be received, the highest priorities will be given to the project(s) with the potential of generating the highest returns to the state's economy.

It should be noted that the amounts that applicants have received from the General Fund in the past will not be a factor in the amounts awarded in this process.

**A budget for your project should also be submitted along with a support letter from your legislator.** Applications must be postmarked by June 30, 2022.

If your project is approved, you will be notified by the Alabama Tourism Department.

#### I. APPLYING FOR FUNDS

Requests for 2022 Tourism Event Grant funds must be made on an official form available from the Alabama Tourism Department.

#### II. DEADLINES

<i>Event Date</i>	<i>Application Submission</i>
January 2022	October 2021
February 2022	November 2021
March 2022	December 2021
April 2022	January 2022
May 2022	February 2022
June 2022	March 2022
July 2022	April 2022
August 2022	May 2022
September 2022	June 2022
October 2022	June 2022
November 2022	June 2022
December 2022	June 2022

#### III. DISTRIBUTION OF FUNDS

The Tourism Department will release no grant funds until the applicant and the Tourism Department have received a fully executed agreement signed by the grantee, the Director of the Tourism Department, and the Governor of the State of Alabama. Grant awards will be distributed in two (2) payments. One in the first quarter and one in the fourth quarter of the fiscal year.

**V. USE OF FUNDS**

**Festivals and/or Events --**

Grant funds to be used for community wide events and/or festivals.

**VI. SELECTION OF PROJECTS TO BE FUNDED**

- A.** All applications will be reviewed by the Alabama Tourism Department and recommendations for funding will be based upon the project's impact on tourism in Alabama.
- B.** The Alabama Tourism Department will make recommendations for funding of applications to the Governor for final approval.