

# CITY OF STOCKBRIDGE

4640 NORTH HENRY BOULEVARD  
STOCKBRIDGE, GEORGIA 30281

PHONE (770) 389-7900

FAX (770) 389-7912

## MEMORANDUM of UNDERSTANDING

To: Georgia Department of Economic Development  
Tourism Division & Georgia Council for the Arts

From: Mayor Mark Alarcon  
City Manager David Milliron  
Community and Economic Development Officer B.J. Mathis

Re: Tourism Product Development Grant Application

Date: Tuesday, July 9, 2013

On Monday, July 8, 2013 at the City of Stockbridge City Council monthly meeting, the City Council approved the submission of an application to the Georgia Department of Economic Development Tourism Division & Georgia Council for the Arts: Tourism Product Development (TPD) Grant for the City of Stockbridge's Third Annual Bridgefest.

Included this year, the Academy Theatre will be producing a short play festival for the Bridgefest event.

Please let this memorandum serve as an agreement between the City of Stockbridge and the Academy Theatre to apply for a \$15,000 grant from the Georgia Department of Economic Development Tourism Division & Georgia Council for the Arts: Tourism Product Development (TPD) Grant.

The parties agree that The City of Stockbridge will be responsible for the organization of the event and the Academy Theatre will be responsible for presenting a two day short play festival in conjunction with Bridgefest.



Bridgefest is a two day event held under the bridge beside the historic railroad tracks in downtown Stockbridge. The festival includes music and features local visual artists and vendors. This year, the Academy Theatre will be offering a new performing arts component – a short play festival. In the past people from all over the southeast have attended. Bridgefest usually brings in between 500-1,500 people, many of whom have not been to Stockbridge. The local businesses benefit from the additional traffic and exposure.

  
\_\_\_\_\_  
Mark A. Alarcon, Mayor  
City of Stockbridge

  
\_\_\_\_\_  
Jimmy Gough, Board Chairman  
Academy Theatre

**Georgia Department of Economic Development  
Tourism Division & Georgia Council for the Arts  
Tourism Product Development Agreement  
Grant Application**

**Goals**

Together the Product Development office and GCA are involved in an ongoing effort to develop and nurture partnerships which effectively change and positively impact Georgia's visitor industry. The intent is to facilitate the development of a statewide tourism product portfolio that broadens ownership, highlights the state's cultural assets and is synergistic with the Department's overall strategic global marketing framework and unique Georgia brand.

**Purpose**

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

Eligible applicants may partner with non-profit organizations, businesses, individuals, or other government entities and the Agreement funds may ultimately go to the partner organization/person. Examples of partner organizations include, but are not limited to: Chambers of Commerce, Convention and Visitors Bureaus, 501(c)3 nonprofits, historical societies, foundations, etc.

**A Memorandum of Understanding (MOU) between the Applicant and the Partner/recipient signed by both parties must be submitted at the time of application.**

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

**Please see attached Memorandum of Understanding for Board approval between the City of Stockbridge and the Academy Theatre.**

**Eligible Projects**

Projects can be related to Georgia's unique cultural and heritage resources, natural areas, archaeological sites, architectural and engineering achievements, cultural landscapes, diverse heritage sites or artifacts. Projects may also include new secondary product creation. (Secondary products are items that tourists purchase and take home.) Projects must be completed between October, 2013 and June 14, 2014. 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 GDEcD by the Applicant.

Examples of eligible projects include, but are not limited to:

- Feasibility studies or plans that support the execution of a tourism project;
- Commencement or phased build-out from pre-existing master plans, feasibility studies or market studies;
- Historic preservation projects (bricks and mortar);
- Arts projects, such as murals, festivals, exhibits, performances, or products for sale;
- Well-designed, comprehensive directional or interpretive signage;
- Initiatives for the commemoration of the 150th anniversary of the American Civil War. This could include projects related to buildings, sites, battlefields, artifacts, infrastructure or the arts;
- Any project that will expand, strengthen and sustain local tourism while meeting the department's objectives of job creation, sustainability and enhanced visitation.

**Funding may be sought for already existing events; however, the funding request must be for a new or expanded component to that event.**

**The City of Stockbridge and the Academy Theatre would like to apply for a \$15,000 Tourism Product Development grant to add the Academy's short play festival to the Third Annual Bridgefest programming. This addition creates a new component for the event making it fit the grant's criteria.**

**Request:**

Applicants may only request \$15,000 in the application- no more and no less.

**Requirements**

- These Agreement funds are **not** intended for marketing purposes. For marketing support, please see Georgia Tourism Co-Op Marketing Grant Guidelines at:

<http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx>

- The Agreement does not fund administrative fees or salaries. Please note that artist fees are not considered administration or salaries, and are therefore eligible.
- **This TPD Agreement requires a local match.** The amount requested must be \$15,000, and must be matched. The match can be a 100% cash match, or may contain up to 40%, or \$6,000, in-kind services or materials. Ineligible expenses such as marketing expenses or administrative fees/salaries cannot be used as part of the match. Please note: National Endowment for the Arts funds cannot be used as a match for the TPD Agreement. Applications not showing a match will be ineligible for review.

Thank you for your consideration.