



Program Summary

The purpose of the *Hospitality & Tourism – Workforce Employee Retention Grant* Program is to help offset some of the impacts of higher wages and total compensation and benefits to allow arts organizations, live entertainment venues, tourist attractions, and craft beverage makers to access the talent needed to care for residents of and visitors to Cobb County who recreate, do business, spend money in our local economy, and generate revenue for Cobb-based businesses and residents. Competition to hire and retain talent at all levels is at an extreme and critical point throughout hospitality and tourism. CT&T anticipates that recipients of this grant will be better positioned to retain and hire quality employees, which will strengthen each of the recipient's organization and generate economic growth for all areas of the County and at all household income levels.

Grant Funding

\$2,000,000 in grants from Cobb County's ARPA funding will be administered to benefit up to 100 organizations that fall within the four eligible categories of: arts organizations, live entertainment venues, tourist attractions and craft beverage makers. The funds will be paid in one installment to each awardee as a maximum grant allocation of \$20,000 to be used for workforce recruitment, recovery, and retention.

1. Cobb Travel & Tourism will require each company to sign a memorandum of agreement with Cobb Travel & Tourism prior to receiving the grant funds that will provide details as follows:
 1. The total grant program amount to be administered and the funding schedule per award recipient:
 - i. \$20,000 upon initial acceptance of grant; and
 - ii. Required completion of a 60-day post-award survey;
 2. How the grant funds are being disbursed through electronic ACH;
 3. Accountability measures to verify accuracy of application information; and
2. Grant funds will be paid in one installment to each awardee in the amount of \$20,000 and will be dispersed upon application award. To remain compliant, organizations that receive funding must also complete a 60-day use of funds survey and provide all required payroll and expenditure related documentation (with forfeiture of award amounts for failure to comply with any post-award documentation requirements).
3. Companies that do not provide the required documentation for compliance with the grant will be determined to be ineligible for the grant (or portions thereof); and
4. Companies that falsify application information or supporting documentation or are otherwise non-compliant with eligibility and program administration requirements will be subject to the claw back provision of the Memorandum of Agreement. If claw backs are deemed necessary for any recipient, the claw backs will be the responsibility of Cobb County Government.



Important Dates

- February 26, 2024 – Application portal opens
- March 25, 2024 – Application portal closes
- April 17, 2024 – Eligible Applicants sent to committee for review
- April 25-30, 2024 – Awardees are finalized and documentation is sent to the Board of Commissioners
- May 14, 2024 – Board of Commissioners meeting for final approval of awardees
- May 15-17, 2024 – Notify awardees of status
- June 3, 2024 – Checks are distributed
- August 1, 2024 – Distribute 60-day post-award survey to awardees
- August 15, 2024 – Survey due from awardees

Approved Use of Funds

The intention of the *Hospitality & Tourism – Workforce Employee Retention Grant* Program is to help combat unemployment to assist in the recruitment, recovery, and retention of employees after the COVID-19 pandemic. Examples of approved projects include (but are not limited to): training or development opportunities, recognition and reward programs, enhancements in technology or equipment, recruitment advertising costs, background checks, testing and onboarding costs, job fairs and networking, transportation assistance, etc. Funds may not be used for payroll related expenses, infrastructure enhancements, or operational costs. Funds must be for one-time expenditures and not reoccurring.

To remain compliant, awardees will be required to submit the following information in addition to the 60-day completed surveys:

- Payroll: Timesheets, Employee Handbook, Activity Log, Payroll Registry, Fringe Benefits, and Proof of Payment
- Expenditures: Invoices/Receipts, Proof of Payment, and Procurement Policy (if procurement is used then any documentation pertaining to it)