



Eligibility Requirements

The following are requirements for all arts organizations, live entertainment venues, tourist attractions, and craft beverage makers to be eligible for grant funding through this second round of the Hospitality & Tourism – Workforce Employee Retention Grant program.

Cobb Travel & Tourism will review all applications against the eligibility criteria described below to ensure the completeness and qualification of each application.

1. “Arts organization” means an organization with an arts-based mission and with programming that is more than 50% arts-based. Arts-based programming includes programming across one or more of the following artistic fields: creative place-making, dance, design, folk, heritage and traditional arts, literary arts, multi-disciplinary arts, music, media arts (film, video and audio), performing arts (dance, music, theater, musical theater, opera, storytelling, puppetry, and performance art), visual arts (two-dimensional, three-dimensional, photography and digital), public art (murals and sculpture), education in any of the previously mentioned arts fields including workshops, demonstrations, classes and field trips, artist guilds and communities, arts service organization programs, and arts integration.
 - a. “Arts programming” excludes areas like the following culinary arts, fashion, martial arts, body art (face or body painting, tattoos), non-arts entertainment (magic shows, circus arts, balloon art, parades, reenactments), topiary or landscape art, interior design or beautification, and fireworks;
2. “Live entertainment venue” means the operator of a commercial property the primary purpose for which property or premises is for the presentation or performance of musicals, concerts or other live stage entertainment (a representational impression utilizing speech, song, gesture, music, dance, spectacle or other performing arts) that includes a live audience hosts.
 - a. “Live entertainment venues” do not include the location for performing arts that is principally produced for the purpose of television broadcast, motion picture or other video or digital distribution;
3. “Tourist attractions” means a place of interest that tourists visit, typically for inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement including entertainment offered to the public typically by ticketed admission (examples include, without limitation, Six Flags Over Georgia, The Aviation History and Technology Center and iFly Indoor Skydiving)
4. “Craft beverage maker” means: (i) an independently-owned distillery with maximum annual sales of 100,000 proof gallons where the product is physically distilled and bottled on-site; (ii) a small and independent brewer with annual production of 6 million barrels of beer or less, where beer production is attributed to a brewer according to rules of alternating proprietorships, and less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by a beverage alcohol industry member that is not itself a craft brewer; (iii) an independent producer of commercially available, limited-production wine most commonly in production runs of 5,000 cases or fewer (wines must be authentic and traceable to their roots; or (iv) a place where mead, which is an alcoholic beverage made by fermenting honey mixed with water, and sometimes adding ingredients such as fruits, spices, grains or hops, is made and sold commercially.



5. Arts organizations, live entertainment venues, and tourist attractions owned by a local or state government shall not be eligible for the Hospitality and Tourism Grant; provided, however, that non-profit organizations or foundations which directly support such local or state government organizations, venues and attractions shall be eligible for the Hospitality and Tourism Grant to benefit the same (for example, the Cobb County Public Library Foundation, Inc. would be eligible to provide support for the Sewell Mill Library & Cultural Arts Center);
6. For the purposes of this grant, applicants must have been in business and operating as of February 28th, 2021;
7. Have at least one W2 paid employee as of February 28th, 2021;
8. Arts organizations, live performance venues, tourist attractions and craft beverage makers must have their principal place of business and established, ongoing operations within Cobb County to be eligible for the grant;
9. Arts organizations, live entertainment venues, tourist attractions and craft beverage makers must have a physical location in which they operate and have employees within Cobb County to be eligible for the grant, and must demonstrate how the grant will enable them to be competitive with employment expressly to serve Cobb County;
10. Arts organizations, live entertainment venues, and tourist attractions owned by a local or state government shall not be eligible for the Hospitality and Tourism Grant; provided, however, that non-profit organizations or foundations which directly support such local or state government organizations, venues and attractions shall be eligible for the Hospitality and Tourism Grant to benefit the same (for example, the Cobb County Public Library Foundation, Inc. would be eligible to provide support for the Sewell Mill Library & Cultural Arts Center);
11. No applications will be accepted after the application deadline has passed;
12. Applicants must have all requisite and current licenses and permits necessary to operate legally within Cobb County; and
13. Applicants must be current on all taxes, if any assessed, and otherwise compliant with all Cobb County codes.

Accountability

The following will be application requirements to ensure accountability of grant monies:

- 1) Number of Full-time Employees working 30 hours or more each week, as of 02/28/2021
- 2) The most recent Federal and State(s) Tax Documentation showing operational status as of 02/28/2021 and still operational (i.e. – Federal Form 1065, 1120, 1120-S, applicable K-1's, 990EZ, 990 and applicable State(s) income tax returns filings);
- 3) 1st, 2nd, 3rd, and 4th Quarter 2023 941 Internal Revenue Service forms;
- 4) Payroll registers showing the number of employees, number of hours worked, and adequate withholdings for the previous thirty days;
- 5) Proof of requisite and current Cobb County Business License (or exemption from same) and current Certificate of Existence from the Georgia Secretary of State; and
- 6) Provide a copy of Current Certificate of Insurance for worker's compensation.