

GEORGETOWN COUNTY FESTIVALS TOURISM MANAGEMENT COMMISSION

Statement of intent: The purpose of the Tourism Management Commission (TMC) is to assist in the promotion of festivals through inclusion in marketing materials and print media. The TMC's efforts are funded through Grants and, therefore, cannot re-grant funds.

The TMC will use the following definitions to qualify festivals for promotion:

-A Community Festival is an activity which promotes tourism by attracting visitors to the county and encourages their participation in such activities. The festival must clearly and specifically target **out-of-market** participants and spectators. Out-of-market visitors are defined as visitors that traveled 50 or more miles to the area.

-A Community Festival will be a series of events with a common theme to be delivered with a period of not less than 24 hours and a maximum period of 30 days.

-A Community Festival will be required to be developed within a community and should celebrate and positively promote what the community represents.

-A Community Festival will be about participation, involvement and the creation of a sense of identity and will be important in contributing to the social well-being of a community.

County Marketing Opportunities for Festivals and Events

- Presence on County Tourism Website Events page:
www.visitgeorgetowncountysc.com
- SCPRT Co-ops (if available)
- eNewsletters to County Database (dates determined by TMC) and other email opportunities
- Event lists for Public Relations efforts
- Lead sharing

*The TMC will use festival/event logo in promotional materials if provided to the TMC electronically.

FESTIVAL INFORMATION

Festival Name: _____

Festival Dates: _____

Proposed Location of Festival: _____

Festival Website address: _____ (not required)

Number of years the festival/event has been in existence _____

Number of out-of-market attendees last year _____

List target markets for your festival/event _____

Number of local residents who attended the festival/event _____

What tracking method was used to identify the demographic information about the attendees of the festival/event? _____

Please attach a description of the out-of-market advertising planned.

Contact Person

Name: _____

Phone: (____) _____ Email: _____

*The TMC will share current tourism leads with festival coordinators 30 to 90 days prior to start of festival.

Lead recipient name: _____

Lead recipient email: _____

**Submit form to:
Georgetown County TMC
c/o Georgetown County Chamber of Commerce
P.O. Box 1776
Georgetown, SC 29442
(843) 546-8436 ext 26**