



POWDER SPRINGS INCUBATOR PROGRAM

APPLICATION FOR ADMITTANCE

Date: 7/25/17
 Business Name: Creative Tourism Solutions
 Contact Person: Kaaren Tramonte
 Current Address: [REDACTED]
 Mailing Address: (If different) _____
 Telephone: [REDACTED] Business _____ Home _____
 Email Address: KKerns.mgr@gmail.com

1. Business Status

_____ Existing Business _____ Approximate Date Started
 _____ New Business 8/2017 Projected Start Date

2. Business Organization

Legal Organization of Firm: N/A
 _____ Sole Proprietorship _____ Federal Employer Tax ID #
 _____ Partnership _____ Georgia Employer Tax ID #
 _____ Limited Liability Company
 _____ Corporation State: _____ Date of Incorporation: _____

Principal Owners/Stockholders:

Name	Address	Social Security Number
<u>Kaaren Tramonte</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
<u>Tamara Woods</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>

Number of Employees (if currently in operation): N/A Full-time _____ Part-time _____
 Gross Sales for last fiscal year: N/A for period _____ to _____

PLEASE ATTACH A 3-5 PAGE BUSINESS SYNOPSIS FOLLOWING A BUSINESS PLAN FORMAT.
INCLUDE CURRENT FINANCIALS AND OR ONE YEAR OF PROJECTIONS.

By signature to this Application for Admittance, applicant acknowledges that the Incubator Program Management may obtain relevant credit and background information with respect to the applicant business and/or its principals.

The undersigned applicant, declares that all information supplied above and in the business proposal are true and accurate and that I have not willfully suppressed any material fact.

John Tante
Applicant's Signature

7/25/17
Date

Owner
Applicant's Title

Creative Tourism Solutions

EXECUTIVE SUMMARY

Our goal is to help further tourism opportunities in our beloved city. We understand the dynamics of Powder Springs better than any outside company would. From living, being part of volunteer groups and owning businesses here, we have experienced every situation from a citizen point of view. From this, we have spotted ways to improve upon what's already available.

We have developed a strategic plan to be a FREE resource to our neighbors, help our fellow businesses and town gain more exposure, while coordinating activities with city departments to help relieve them of many budget related activities.

We will perform the following by using a combination of our community magazine, social media, website, events and tourism programming.

- **RETENTION:** Help to keep the industry, business, and economic activities we do have by pooling resources into one searchable platform. Website.
- **SOCIAL CLIMATE:** Improving the town we live in through having better collaborative resources. Providing a platform for the public to voice what they want, rebuilding trust, creating culture.
- **GARDENING:** To support developing local entrepreneurs who will start businesses. This effort ranges from advertising assistance to connecting people & idea generation.
- **RECRUITING:** To attract outside firms to locate to our community, by showcasing available properties, proving community support & advertising.
- **TOURISM:** Develop local resources as to attract tourists. Recreational efforts range from targeting day use populations from local areas to efforts to become a destination. Programming, workshops & social events.
- **LIFE STYLE:** Recruiting & building a more positive image by selling the good points of our community. Our plan is to market the safe and low stress lifestyle along with the natural beauty of the rural setting.

Open Hours

- Monday - Friday; 8:30 - 4:00pm
- Saturdays as needed

1 YR Accomplishments

- 500 community followers
- Book up All quarterly digital magazine Ad space
- Introduce ourselves to 75 local businesses
- Provide business support
- Seasonal tour (Programming) option for booking private groups.
- Build website
- Organize all tourism related activities

2 YR Accomplishments

- 1000 community followers
- Have contracts in place with all big ad clients for the year
- Introduce ourselves to 145 businesses
- Provide business support
- 1 event
- Printed magazine mail out quarterly

CREATIVE TOURISM SOLUTIONS

*"Your Home Town Solution
for Tourism Development"*

MISSION STATEMENT

Our main focus is to market the city and the unique identifiers of downtown while creating tourism opportunities and culture that yields consistent foot traffic.

Creative Tourism Solutions will implement fun, safe, cultural entertainment for the community and visitors to enjoy while maintaining the heritage of the area.

We will also provide an opportunity for local small businesses to generate new business resulting in them seeing an increase in profit and new customers. The overall plan is to become the number one business devoted to marketing our community.

With this we can boost the external perception of the area and inform locals on why they should be involved too.

SERVICES

Our services focus on culture, business, and recreation.

TOURISM MANAGEMENT

1. Creating themed programs to create activity in the downtown area.
2. Hosting programs at various locations.
 - Ex. restaurants, boutique shops, venues, parks etc.
3. Organizing all area activities to promote and sell tickets through our platform as a way of additional exposure and expanded reach.
4. Collaborate with the State of Georgia's tourism department and the City of Powder Springs to increase city awareness state wide.
5. City wide event calendar creating a "go to" for current event advertising.

EVENT MANAGEMENT

- Tours
- Themed meet-ups
- Meeting planning

MARKETING MANAGEMENT

- Quarterly town magazine
- Stand-alone tourism website
- Blog
- Social media
- New resident and business info/welcome materials
- Promote and network with current businesses while being a support team and resource

TEAM

KAAREN TRAMONTE

1. Current business owner of BlendIN Georgia which creates tours and educates the public on the people, places and events pertaining to the history of Powder Springs.
2. Created and manages the social media accounts and posts for the Seven Springs Museum at the Bodiford House.
3. Member of the Seven Springs Historical Society since 2015.
-Board Member for the Powder Springs Business Group since 2016.

TAMARA WOODS

1. Current business owner of Tam D Photography which provides full scale professional photography services along with educational classes.
2. Board Member for the Coach George E. Ford Center Board of Directors since 2016.
3. Created and manages the social media accounts for a local Pastor.

MARKETING SUMMARY

1. Utilizing social media to promote Powder Springs
2. Website used in conjunction with social media to
 - schedule events
 - purchase tickets online
 - attract new business
 - blog about activities
 - Keep the community up to date with local tourism topics.
3. Mail out flyers and brochures to surrounding county establishments.
4. Advertise in Georgia Tourism guides
5. Attend tourism Conferences and trade shows
6. Network and cross promote with other tourism sectors in the county.
7. Create marketing materials
 - -T-shirts
 - -Decals
 - -Hats
 - -Brochures
 - -Business Cards
 - -Social media ads

Coming 2017