

Visit Mississippi Matching Grants Program Application - Fiscal Year 2018

Date received _____

Funded projects must contain the following Visit Mississippi logo and/or grant phrase, or the project will not be funded:



This project is partially funded by Visit Mississippi.

Please follow Visit Mississippi Promotion Matching Grants Guidelines when completing this application. Incomplete applications will be returned. Use a separate application for each project. RETURN THE ORIGINAL AND FIVE COPIES OF EACH APPLICATION TO Visit Mississippi.

Deadline: July 28, 2017

I. IDENTIFICATION AND DESCRIPTION

Please Type

1. APPLICANT ORGANIZATION _____

ADDRESS _____
Street/P.O. Box

City _____ *County* _____ *ZIP* _____

ORGANIZATION PHONE/FAX () () EMAIL _____
Phone Fax

2. PROJECT DIRECTOR _____

AUTHORIZING OFFICIAL _____

NAME AND TITLE OF THE INDIVIDUAL SIGNING APPLICATION AND RESPONSIBLE FOR APPLICATION COMPLIANCE AND FOLLOW-THROUGH

3. PROJECT NAME _____

4. DATE YOU WILL BEGIN WORK ON PROJECT _____ DATE YOU WILL COMPLETE WORK ON PROJECT _____
Month/Year Month/Year

DATE YOU EXPECT TO HAVE PROJECT FINISHED AND PAID FOR _____

(Final report expected within 60 working days of project completion – All projects submitted must be completed within one year from the date of approval.)

5. DATE OF YOUR FESTIVAL OR EVENT _____ NUMBER OF YEARS HELD _____ ATTENDANCE _____
Month/Year

GIVE MOST RECENT ATTENDANCE FIGURES _____

6. TOTAL MATCH GRANT BUDGET (Total cost of marketing expenses submitted for match grant funds.) \$ _____

STATE GRANT REQUESTED (Up to 50 percent of the project budget submitted less expenses ineligible for grant funds.) \$ _____

LOCAL FUNDS PROVIDED (At least 50 percent of project budget submitted and additional expenses ineligible for grant funds.) \$ _____

7. SOURCE OF LOCAL FUNDS _____

IS THIS A REPEAT PROJECT? _____

SIGNATURE _____
Project Director

SIGNATURE _____
Convention and Visitors Bureau/Tourism Commission Director

Title Date

Title Date

Organization

Organization

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8. VERIFY ACTIVITIES SUBMITTED FOR GRANT FUNDING

Paid Advertising

Advertising through mass media (eligible up to 50% of total project cost), including newspapers, magazines, radio, television, billboards and internet advertising. * Placements must be in markets 100 miles or more away or with broadcast radiuses of 100 or more miles. Placements of advertising within a 100 mile radius must be able to strongly demonstrate the potential for overnight stays.

***PLEASE NOTE ADVERTISING IN THE MISSISSIPPI TOUR GUIDE IS INELIGIBLE FOR SUBMISSION.**

MUST BE COMPLETED IN FULL FOR FUNDING CONSIDERATION

II. ECONOMIC IMPACT ON COMMUNITY AND STATE

1. LOCAL ECONOMIC IMPACT (Complete the following as it pertains to your project.)

a) Advertising Reach and Exposure

Do you expect to influence visitors to come to your area, festival or attraction from outside Mississippi? Yes No

From outside your immediate vicinity? Yes No

Approximately how many people outside your immediate vicinity will be exposed to your promotion?

(Circulation of the publication, number to be distributed, etc.) _____

Approximately how many people presently visit your area, festival or attraction? _____

b) Taxes, Jobs and Expenditures

Will this project create or sustain tourism-related jobs in your area? Yes No

How will this project affect the local and/or state tax base? (Will it increase the hotel occupancy rates, encourage spending, etc.)

c) Benefit to Community

What benefits will this project bring to your community? _____

d) Additional Comments

Provide any additional comments that support the economic impact of this project. Example: a 5 percent increase in room occupancy during the event dates, 100 pre-sold packages to your area.

2. IDENTIFY RESEARCH SOURCE FOR THE ABOVE FIGURES (1a-d).

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III. PROJECT BUDGET

Every project expense should include backup documentation (bids/rate card information) justifying costs as they are listed.

<u>Paid Media</u>				Total Costs
\$ _____	Newspaper	\$ _____	Magazine	
\$ _____	Radio spots	\$ _____	Television	
\$ _____	Billboard	\$ _____	Internet Advertising	\$ _____

IV. MARKETING AND DISTRIBUTION PLAN

A proposed media schedule including names of mediums, insertion or buy dates, total number of insertions/spots, cost per insertion/buy, size of ad or length of spots must be included.

A marketing plan for the event/attraction/area MUST be included.

EXAMPLE:

Event promotion – Explain the pre-event, event and post-event activities. Is it new? Are you targeting a new market? Are you using new media?

V. IDENTIFY METHODS FOR RESEARCH TRACKING/MEASUREMENT OF EACH PROJECT'S RESULTS. IF THIS IS A REPEAT PROJECT, PLEASE PROVIDE THE TOTAL NUMBER OF ATTENDEES AND ESTIMATED NUMBER OF OUT-OF-TOWN ATTENDEES FROM THE PRIOR YEAR'S EVENT.

Knowing the effectiveness of your efforts will allow you to make sound decisions on how to best use your advertising and promotional dollars.

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Evaluation of the Match Grant Proposals

The selection process will be carried out by a five-member committee. The committee will meet in August 2017 to review projects. All projects for consideration must be submitted to Visit Mississippi by July 28, 2017. Applicants will be required to submit five copies of their proposal. (Depending upon the project, duplication of support materials may be waived.)

All grant recipients must be notified in writing the eligibility of their submitted project 40 working days after submission to Visit Mississippi. Projects may be funded from 1 percent to 50 percent of the total project cost based on the project mission, justification/need and potential for economic return.

Return to: Visit Mississippi - Tourism Matching Grants Program

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