

**FY19 MDA Visit Mississippi  
TOURISM DEVELOPMENT GRANT GUIDELINES  
FESTIVALS and EVENTS**

**SCOPE AND PURPOSE:** The goal of the Tourism Development Grant would be to assist in festivals and events that Visit Mississippi believes have the potential to grow substantially within three years. Priority will be given to new festivals and events that are in their early stages or are growing and/or expanding.

- All projects receiving a grant must adhere to the following rules. If any of these rules are not followed, a project will be deemed ineligible for consideration, and the director of Visit Mississippi will withhold funding designated to the project.
- The applicant organization receiving grant funding must be the responsible party for all expenditures. No exceptions.
- Awarded funds are ineligible to be transferred from one organization to another.
- Eligible applicants for the funding must have local financial support and provide a letter of support from the local tourism entity or unit of local government with the application. The letter of support must be from an entity other than the one applying.
- FOR FESTIVAL AND EVENTS- Priority will be given to festivals or events held in a concentrated time period -series or multi-weekend of music, arts and/or heritage cultural events.
- Event(s) dates must be secured- TBD will not be accepted.
- Application submission will be limited to 2 per organization. Only 1 Category per application.
- One application may be selected for Category 1) up to \$5,000, another application can be selected in Category 2) \$6,000 to \$10,000, make selection on the application.
- Application for grant must be received by 3pm on Friday, May 11, 2018, please send typed original with signature and three copies (total of 4) to TDG Program, Attn. Leigh Portwood, MDA Visit Mississippi P.O. Box 849, Jackson, MS 39205. Or applications may be emailed to [TDGProgram@mississippi.org](mailto:TDGProgram@mississippi.org) Applications received after the deadline will be rejected and returned to sender. No exception will be made to the deadline for any reason, including for force majeure.

- Events that occur from July 1, 2018 - June 30, 2019 are eligible.
- The anticipated media breakout form must be submitted with the application. Please send four copies, or email the media breakout form with the application.
- If an organization is applying for more than one project then applications must be numbered. Please use the following format; 1 out of 2, 2 out of 2.
- Events should attract overnight visitation.
- Event should promote Mississippi's culture history, and unique story.
- Preference will be given to events that create regional partnerships/collaborations and have not received MDA Visit Mississippi funds in the current fiscal year.
- Shows, sales and auctions are not eligible for funding.
- Total available funds for this program are \$299,000. One application may be selected for Category 1) up to \$5,000, another application can be selected in Category 2) \$6,000 to \$10,000, make selection on the application.
- If MDA Visit Mississippi agrees to fund event, payment will be made after the event and upon full completion of the Project Clearance Report. Grantee is to maintain accurate financial records on the receipt and use of these funds, and be prepared for an inspection by the Mississippi Development Authority, the Office of the State Auditor, or other authorized agency for a period of not less than three years. Documentation to be kept for the specified period of time includes invoices, receipts, canceled checks, ledgers and any other similar accounting records. Invoices must be paid by the award recipient organization. NO EXCEPTIONS.
- Completed project reports must be received by MDA Visit Mississippi forty-five days after project completion, or project will be rejected for funding. No exceptions.
- Primary use of grant funds is for advertising and marketing, 50% of funds granted must be used for advertising and marketing. Please refer to eligible and non-eligible list.
- All funded projects are required to display the Visit Mississippi logo as part of marketing for event. Radio advertisements must use the phrase "*This project is partially funded by a grant through Visit Mississippi.*" Visit Mississippi logo can be found at <http://visitmississippi.org/contact-us/press-room/>
- If the funds anticipated for the continuing fulfillment of the program are, at any time, not forthcoming or insufficient the Authority shall have the right to terminate the

program without damage, penalty, cost or expenses to the Authority of any kind whatsoever.

- **Organization must be setup with a tax ID number. Individual/personal social security number will not be accepted.**
- **Organization must have a State of Mississippi vendor number.**  
*[https://sus.magic.ms.gov/sap/bc/webdynpro/sapsrm/wda\\_e\\_suco\\_sreg?sap-client=100](https://sus.magic.ms.gov/sap/bc/webdynpro/sapsrm/wda_e_suco_sreg?sap-client=100)*
- **The State of Mississippi requires all vendors to receive payments electronically via Bank of America's PayMode® electronic payment solution.**  
*[www.paymode.com/mississippi](http://www.paymode.com/mississippi)*
- **If a project changes during the development stages, then a letter is to be submitted to the MDA Visit Mississippi for approval before modification. The letter must state what has been approved for funding, the requested change and reasons for change. MDA Visit Mississippi will notify grant awardee in writing if changes are accepted.**
- **Grant funds cannot be reallocated if event does not occur.**
- **If an organization has closed a grant with a remaining balance, the organization will NOT be allowed to submit a subsequent request for reimbursement.**
- **All grant awards are final.**
- **Any unused grant funds cannot be reallocated to other events.**
- **If event does not take place any expenses incurred are not eligible for reimbursement, this includes force majeure. No exceptions.**
- **Incomplete applications will be returned to sender. You must use only the space provided on the application, application must be typed. Application will be rejected and returned to sender if, binders, inserts, exhibits (a,b,c) are sent to replace or lengthen the application form.**
- **Please note that this is a COMPETITIVE grant program.**

## MDA Visit Mississippi

### TOURISM DEVELOPMENT GRANT ELIGIBILITY LIST

#### Eligible opportunities include:

- Media Placement and Production (Print, Online, Outdoor, Broadcast, and Radio)
- Visit Mississippi logo must be displayed on printed materials
- Radio advertisements must use the phrase *“This project is partially funded by a grant through Visit Mississippi.”*
- Video/CD-ROM/DVD production Visit Mississippi logo must be displayed
- Public Relations/Media Communications
- Strategic Planning and Research
- Visit Mississippi logo must be displayed on website development
- Signage
- Equipment purchases or rentals\* (stages, trailer stages, flat beds, porta potty, lighting, venues, etc.)
- Musician fees
- Security
- Professional horse shows and professional sporting events

#### Non-eligible costs include, but are not limited to:

- Agency commissions, consulting and other fees
- Office supplies
- Items for resale
- Lobbying
- Educational conferences, advocacy program, expos and membership dues
- Travel expenses, including accommodations and non-public relations or marketing related transportation (Travel to and from meetings will not be reimbursed)
- Operational costs such as employee salaries, rent, utilities, postage, logo design fees, event cleanup/trash removal, employee t-shirts or other Administrative costs
- Infrastructure
- Construction of facilities or modification/cosmetic enhancements
- Expenses incurred before the date of the award letter
- Pre and/or post parties, breakfast, brunch, lunch, snacks, dinner

- **Alcoholic and non-alcoholic beverages**
- **Food of any type**
- **Gifts for judges or contestants (Trophies, plaques, gift cards, cash prizes, medals, engraving, ribbons or any type of award)**
- **Exhibitor tents, booth space, or stalls**
- **Miscellaneous purchases (flowers, pumpkins, hay, firewood, fence post, candy, decorations, coolers etc.)**
- **Cost of mailing Tourism Development application and/or final report to MDA**
- **Youth sporting events**
- **Theatre productions (plays and/or musicals)**
- **Community events held in casinos**
- **Awarded funds are ineligible to be transferred from one organization to another**
- **Only one applicant organization per application**

**MDA Visit Mississippi  
TOURISM DEVELOPMENT GRANT CHECK LIST**

- Is the grant application typed?**
  - Is the grant application signed?**
  - Did you use only the space provided on the application?**
  - If mailing, have you enclosed one original and three copies (total of 4) of the application and media breakout form?**
- OR**
- If emailing, was the application and media breakout form emailed prior to 3PM 5/11/18?**
  - Is the organization setup with a tax ID number? Social Security number not accepted.**
  - Is the organization setup with a State of Mississippi vendor number?**
  - Is the organization setup for Paymode?**

**If you have any questions please contact, Leigh Portwood at [lportwood@mississippi.org](mailto:lportwood@mississippi.org) or by phone at 601.359.3297.**

**MDA Visit Mississippi mailing address.**

MDA Visit Mississippi  
Tourism Development Grant  
P.O. Box 849  
Jackson, MS 39205-0849

**MDA Visit Mississippi physical address.**

MDA Visit Mississippi  
Tourism Development Grant  
Woolfolk Building, 5<sup>th</sup> Floor  
501 North West Street  
Jackson, MS 39201