



2025 TOURISM ASSISTANCE GRANT GUIDELINES

Visit Mississippi supports and invests in events, conferences, and other activities that develop and promote tourism. Our goal is to enhance the visitor experience; increase travel-generated revenue and showcase Mississippi as a travel destination.

In order to ensure program quality, beginning July 1, 2024, Visit Mississippi will begin a new process for tourism assistance requests. Qualified applicants must demonstrate the ability to generate a positive economic impact by attracting out-of-state visitors (both overnight stays or day visits). Greater consideration and higher priority will be given to events demonstrating the highest potential for major economic impact and cost-effective return on investment. The grant review committee will review all documentation to ensure the activity produces a return on investment.

Tourism Assistance Grant Applications will be accepted twice per year during June and December as follows:

- June 1-30, 2024: Applications due for events occurring January 1 - June 30, 2025
- December 1-31, 2024: Applications due for events occurring July 1 - December 31, 2025

Applicants must complete the entire Visit Mississippi Tourism Assistance Grant Application to be considered for funding. Additionally, the Visit Mississippi Economic Impact Report is due within 30 days at the conclusion of the event to qualify for future funding. Failure to comply with the final report submission will result in disqualification of funding for a minimum of one year. Visit Mississippi will notify you regarding the outcome of your application.

Conditions:

- Organizations may apply once per calendar year.
- Organizations receiving grant funding must have a reciprocal link with Visit Mississippi's logo on their website. The consumer must be able to reach www.VisitMississippi.org with one click. A branded logo will be supplied upon application approval.
- Any media placed through the grant should be shared with Visit Mississippi for promotional use.
- An economic impact report is required for every approved project.
- Applicants must comply with all deadlines and requirements (including reporting).
- **Applicants who fail to comply with all deadlines and requirements (including reporting) will be disqualified and ineligible to receive Visit Mississippi Sponsorship funding for one year.**
- Tourism assistance may be denied based on available funding and/or not meeting the grant criteria.



2025 TOURISM ASSISTANCE GRANT APPLICATION

Event Name/Location _____

Event Date(s) _____ Number of years event held _____

Organization/Company Name

Have you applied before for funding from Visit Mississippi? Yes | No

(If Yes, complete below)

When did you last apply? _____

Amount received _____

Does your event receive other state funding? Yes | No

(If Yes, complete below)

State funding source? _____

Amount received _____

Are you planning to request other state funding? Yes | No

(If Yes, complete below)

State funding source? _____

Amount to be requested _____

Contact Person _____

(Name of person completing this application)

Mailing Address _____

Email Address _____

Phone (Include Area Code) _____

Grant Amount Requested (provide all support levels) _____

Detailed list of benefits Visit Mississippi will receive _____

Total Project Budget _____

Project plan:

Describe the “who, what, where, when, and why” of your event. The plan should address objectives, strategies, tactics, and action plans, specifically how the project will benefit tourism in Mississippi.

Attach document(s) detailing the project plan and budget describing your event’s financial condition including a list of all funding sources. The plan should include revenue anticipated by grant funding and ticket sales.

Media Schedule:

Describe your event advertising efforts including event marketing plan which promotes the event, activity, or attraction. It should include the name of each media outlet, dates the ad will run and actual ad cost. It should also identify geo-targeted reach for each placement.

Describe the method(s) used for research/tracking/measuring the project result including the procedures used to research the effectiveness of advertising and promotional efforts.



Economic Impact Required Documents:

Total number of attendees (estimate) _____

Total expected out-of-state visitors (estimate) _____

Last year's total attendance (if applicable) _____

Last year's total out-of-state visitors (if applicable) _____

Describe the method(s) used to track attendance. (Number of tickets sold, attendance records)



If you have questions, please contact: **Katie Coats, Director of Marketing and Communications at kcoats@mississippi.org** .



2025 TOURISM ASSISTANCE GRANT ECONOMIC IMPACT REPORT

Event Name _____

Event Location _____

Event Date(s) _____

Organization/Company Name _____

Attach copies of attendance documentation and provide numbers below:

Total attendance (actual) _____

Total out-of-state visitors (actual) _____

Total local visitors (actual) _____

Overnight out-of-state visitors staying in paid accommodations _____

Total hotel room nights generated _____

Attach copies of overnight room verification pick-up document (if applicable) and/or official meeting space rental document (if applicable)

Attach a short summary of project results and tourism economic impact.

Attach a copy of event marketing plan.

Attach event budget of revenues and expenses.

Attach any additional information about the event you would like to include such as successes, potential changes for next year, etc...

Please complete this form with the required documents and submit to **Katie Coats**

kcoats@mississippi.org within 30 days of the conclusion of the event to qualify for future funding.