

Mississippi Tourism Matching Grants Program Application - Fiscal Year 2005 (July 2004-June 2005)

Date received _____

All funded projects must contain the following Mississippi Development Authority/Tourism logo and grant phrase, or the project will not be funded:



This project is partially funded by the MS Development Authority/Tourism.

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

Deadline: September 1, 2004

I. IDENTIFICATION AND DESCRIPTION Please Type

1. APPLICANT ORGANIZATION _____

ADDRESS _____

Street or P.O. Box

City *County* *ZIP*

ORGANIZATION PHONE/FAX # _____

EMAIL ADDRESS _____

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 _____ SIGNATURE _____

Project Director *Convention and Visitors Bureau/Tourism Commission Director*

Title *Date* *Title* *Date*

Organization *Organization*

8. CHECK ACTIVITIES SUBMITTED FOR GRANT FUNDING

_____ a. **Paid Advertising**

Advertising through mass media (eligible at 50% of total project cost), including newspapers, magazines, radio, television and billboards. 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.

_____ b. **Research Studies**

Research studies related to tourism designed to provide accurate data on travel patterns, travel volume and expenditures.

MUST BE COMPLETED IN FULL FOR FUNDING CONSIDERATION

II. ECONOMIC IMPACT ON COMMUNITY AND STATE

I. 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). _____

III. PROJECT BUDGET

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

<u>Paid Media</u>		<u>Total Costs</u>
\$ _____ Newspaper	_____ Magazine	
_____ Radio spots	_____ Television	
_____ Billboard		\$ _____
<u>Research</u>		
\$ _____ Proposal/bid from research firm should be included		\$ _____

IV. MARKETING AND DISTRIBUTION PLAN

If media buys are to be considered for funding, 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.

Evaluation of the Match Grants Proposals

The selection process will be carried out by a five-member committee. The committee will meet in October 2004 to review projects. All projects for consideration must be submitted to Mississippi Development Authority/Tourism by **SEPTEMBER 1, 2004**. Applicants will be required to submit seven copies of their proposal. (Depending upon project, duplication of support materials may be waived.)

All grant recipients must be notified in writing of the eligibility of their submitted project 40 working days after submission to the Mississippi Development Authority/Tourism. 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: Mississippi Development Authority/Tourism - Grants Program
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Mississippi Development Authority
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Jackson, Mississippi 39205-0849