

# Hometown Mississippi Retirement Marketing Match Grants Program

## Mississippi Development Authority

Post Office Box 849 ■ Jackson, Mississippi 39205 ■ Telephone (601) 359-3297 ■ Telefax (601) 359-5757  
www.mississippi.org ■ email: retirementgrants@mississippi.org

### APPLICATION FORM

FISCAL YEAR 2004

**INSTRUCTIONS:** Please follow the Hometown Mississippi Retirement Marketing Match Grants Guidelines when completing this application provided. Attachments are welcome. **INCOMPLETE APPLICATIONS WILL BE RETURNED.**

Organization Name: \_\_\_\_\_

(Legal Name as listed on Tax ID form, only if different from above): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

County: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Telefax: \_\_\_\_\_

Email: \_\_\_\_\_ WWW: \_\_\_\_\_

Project Title: \_\_\_\_\_

Project Beginning Date: \_\_\_\_\_ Project Ending Date: \_\_\_\_\_

Describe Project: \_\_\_\_\_

\_\_\_\_\_

Total Project Budget: \$ \_\_\_\_\_ (Include only eligible expenses)

Amount Requested: \$ \_\_\_\_\_ (Up to 50% of eligible project costs)

Source of Local Funds: \_\_\_\_\_

**PROJECT BUDGET** Attachments welcome.

Is this a repeat project?  Yes  No

Paid Media (Specify schedule: Dates, names/location of placement)

	<b>COST</b>	<b>DESCRIPTION</b>
Newspaper	\$ _____	_____
Magazine	\$ _____	_____
Radio	\$ _____	_____
Television	\$ _____	_____
Billboard	\$ _____	_____
Databases	\$ _____	_____
Website	\$ _____	_____

**PAID MEDIA PLACEMENT TOTAL:** \$ \_\_\_\_\_

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Printed Media (Number printed: Indicate whom will receive this material and outline plan of distribution)

	<b>COST</b>	<b>DESCRIPTION</b>
Brochure	\$ _____	_____
Direct mail	\$ _____	_____
Insert	\$ _____	_____

**PRINTED MEDIA TOTAL:** \$ \_\_\_\_\_

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Audiovisual (How and where to be used)

	<b>COST</b>	<b>DESCRIPTION</b>
16 mm film	\$ _____	_____
Video tape	\$ _____	_____
Slides	\$ _____	_____
CD rom	\$ _____	_____

**AUDIOVISUAL TOTAL:** \$ \_\_\_\_\_

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Research (State how to be conducted and used) \_\_\_\_\_

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	<b>COST</b>	<b>DESCRIPTION</b>
	\$ _____	_____

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Other (Describe) \_\_\_\_\_

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	<b>COST</b>	<b>DESCRIPTION</b>
	\$ _____	_____

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**TOTAL PROJECT COSTS:** \$ \_\_\_\_\_

**JUSTIFICATION OF PROJECT** Attachments welcome.

Do you expect to influence those outside Mississippi?  Yes  No

Approximately how many people will your activity reach? \_\_\_\_\_

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

Explain: \_\_\_\_\_  
\_\_\_\_\_

How will this project affect the local and/or state tax base? \_\_\_\_\_  
\_\_\_\_\_

What benefits will this project bring to your community? \_\_\_\_\_  
\_\_\_\_\_

Attach any additional comments that support the economic impact of this project.

**ACKNOWLEDGEMENTS OF REGULATIONS**

Place your initials in each blank to acknowledge that you have read, understood, and agree to comply with each regulation.

\_\_\_\_\_ The application packet must include the original application with attachments, the Application Checklist, and five copies of the application and attachments. The following backup documentation must be included: written bids from three vendors for printing and prepress; justification if lowest bid is not used; copy, layout, story boards to show design and content; and media schedule if applicable.

\_\_\_\_\_ All funded projects must display the Hometown Mississippi Retirement logo as appropriate and contain this grant phrase: "This project is partially funded through a grant by the Mississippi Development Authority." The only exception to this rule is a reader service ad where the logo can be used without the grant phrase.

\_\_\_\_\_ All projects must be completed within one year from date of grant approval.

\_\_\_\_\_ The final report, which is to include the Final Report Checklist and all items on the Checklist, is due within 60 days of project completion. IF THE FINAL REPORT IS LATE, THE ORGANIZATION WILL BE INELIGIBLE FOR FUTURE GRANT MONIES UNTIL THAT PROJECT IS CLOSED. Once a final report is determined to be late, a warning letter will be sent allowing 30 days for the report to be filed; if the report is not filed within that timeline, the project will be closed and not funds will be awarded for that project.

\_\_\_\_\_ Funding will not be awarded until after the final report is submitted to and accepted by MDA.

\_\_\_\_\_ If the final project cost exceeds the cost estimated in the application, the organization will receive the amount of the grant awarded. If the final project cost is less than the cost estimated in the application, the organization will receive only the designated percentage awarded of the actual cost. The organizations' invoice must reflect the correct amount due.

\_\_\_\_\_  
Signature  
Project Director

\_\_\_\_\_  
Signature  
Organization President (If applicable)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**SUBMISSION DEADLINES:** October 1, 2003 and/or March 1, 2004  
RETURN ONE ORIGINAL, FIVE COPIES OF EACH APPLICATION AND ATTACHMENTS TO:  
Hometown Mississippi Retirement Marketing Match Grants  
MDA Tourism Division  
Post Office Box 849  
Jackson, Mississippi 39205

## APPLICATION CHECKLIST

Review the following list and check off each item as you include it in the application packet. If an item does not apply to your application, write "NA" in the blank. Incomplete applications will be returned. Include one copy of this completed checklist with your application packet, which is to include: the original application with attachments and five copies of the application with attachments.

- \_\_\_\_\_ Copy, layouts, story boards or facsimiles to show design and content are attached. If a project is a reprint or if design will be of minimum change, attach previous and/or similar projects with description of changes.
- \_\_\_\_\_ The Hometown Mississippi Retirement logo (as appropriate) is displayed.
- \_\_\_\_\_ The grant phrase, "This project is partially funded through a grant by the Mississippi Development Authority," is displayed. Projects will receive no funding if the logo and/or grant phrase are omitted. The only exception to this rule is a reader service ad where the logo can be used without the grant phrase.
- \_\_\_\_\_ A mailing address, telephone number, email address, or website address is listed for inquirers to request additional information.
- \_\_\_\_\_ The project is professionally produced.
- \_\_\_\_\_ The application identifies target audiences, demonstrates potential for economic return and provides research tracking/measurement.
- \_\_\_\_\_ The application identifies means of distribution where applicable.
- \_\_\_\_\_ When media buys are involved, a proposed media schedule (names of mediums, insertion or buy dates, total number of insertions/spots, cost per insertion/buy, size of ad or length of spots) is included.
- \_\_\_\_\_ There are three written bids provided from vendors for prepress operations and printing. The specifications provided to the vendor are on the bid along with the vendor's name and estimated project cost.
- \_\_\_\_\_ The application indicates which of the three vendors will be used for the job. If a vendor is selected who does not have the lowest bid, justification must be given. Invalid justification may result in disallowance of cost, and accordingly, result in grant reduction.
- \_\_\_\_\_ The signature of the authorizing officer of the organization or unit of government is included.