

South Mississippi Tourism Industry Restoration Grant Program
Advertising, Promotion and Events Marketing
Mississippi Development Authority Tourism Division
Guidelines and Application

Overview: The South Mississippi Tourism Industry Restoration Grant Program (Advertising, Promotion and Events Marketing) is a \$5 million grant program funded by Community Development Block Grant federal dollars awarded to the State of Mississippi through the Mississippi Development Authority (MDA).

Purpose: The purpose of the funds is to (1) promote economic and community development through tourism events; (2) restore and enhance the image of Mississippi and its communities / regions as tourism destinations; and (3) improve the quality of life by assisting events in becoming more established generating greater attendance and revenue. 2007 funding is offered for advertising, promotion and events marketing that will occur within the **7 south Mississippi counties of Hancock, Harrison, Jackson, Pearl River, George, Stone and Forrest.**

Eligibility: Eligibility is limited to government and non-profit tourism entities involved in promoting and attracting visitors to the said 7 south Mississippi counties of Hancock, Harrison, Jackson, Pearl River, George, Stone and Forrest. An advertising, promotion and events marketing project may be submitted by the government or tourism entity with the primary objective of promoting tourism. If a coordinated event or advertising project for regaining visitation is created between MDA Tourism and tourism entities, the event is eligible. **Expenditures not allowed: annual budgets for an organization's operating costs.**

Funding Availability: There will be a maximum grant request of \$2.5 million per entity. A project may receive **75%** of the total advertising and promotion budget of the total project. If the universe of eligible grants exceeds the total available dollars allocated, the grant percentage may be reduced to a lesser value.

MDA reserves the right to adjust the amount of the request. This adjustment will be based on verification of reasonable cost, need, and availability of Katrina CDBG Funds.

Grant Procedures:

1. Complete the Program Application. A blank form can be received by contacting:
Renee Ebner, Project Manager
MDA / Tourism Grant Programs
Post Office Box 849
Jackson, MS 39205

2. Submit the completed form to:
Renee Ebner, Project Manager
MDA / Tourism Grant Programs
Post Office Box 849
Jackson, MS 39205

South Mississippi Tourism Industry Restoration Grant Program
Advertising, Promotion and Events Marketing Grant Guidelines
Page Two

The deadline for receiving applications is November 30, 2007. Applications may be received prior to the November 1 deadline. Notification will be made when funding is depleted.

3. The Mississippi Development Authority Tourism Division will solicit proposals and application through a process that provides for goal-setting based on determination of the desired results, setting indicators of success, and prioritizing spending based on the desired results. The applications will be rated based on the best return on investment in meeting three strategies 1) market the Mississippi areas and communities as tourism destinations – both nationally and internationally; 2) highlight Mississippi's festivals and events that promote Mississippi's cultural assets unique to the areas most affected by the storm; and 3) market to conventions, travel trade and other related markets in the most affected areas.

MDA will rate all applications and assign points to each rating criterion based on the data provided in the application. Funding decisions are based on the scores attained: applicants with the highest score will be funded until funds are exhausted.

4. Applications will be reviewed by the Mississippi Development Authority's Tourism Division with oversight from the MDA Disaster Recovery Division and final approval made by the MDA Executive Director and MDA Director of Tourism
5. If the application is approved, a letter of award will be sent to the applicant.
6. Within 60-days of the completion of the funded event/project, a Project Clearance Report must be received. A blank form may be obtained through the contact listed in item No. 1 above.

**South Mississippi Tourism Industry Restoration Grant Program
Advertising, Promotion and Events Marketing Grant Application**
Mississippi Development Authority Tourism

Name of Applicant Organization: _____

Mailing Address: _____

Contact Name: _____ Telephone: _____

Event/Project Name: _____

Date of Project: _____

Date You Will Submit Event/Project Completion Report: _____

Grant Requested: \$ _____

Total Project Budget: \$ _____

Advertising/Promotion Budget: \$ _____

Local Funds Provided: \$ _____

All Other Funding Sources: \$ _____

- ***Detailed List of Other Funding Sources is Required and must be documented in application.***

URGENT NEEDS:

Criteria

To comply with the national objective of meeting community development needs having a particular urgency, an activity must be designed to alleviate existing conditions which the grantee certifies:

- Pose a serious and immediate threat to the health and welfare of the community;
- Are of recent origin or recently became urgent;
- The grantee is unable to finance on its own; and,
- Other resources of funds are not available.

A condition will generally be considered to be of recent origin if it developed or became critical within 18 months preceding the grantee's certification.

**South Mississippi Tourism Industry Restoration Grant Program
Advertising, Promotion and Events Marketing Grant 2007
Application**

Page Two

Records to be Maintained

The records should include:

- Documentation concerning the nature and degree of seriousness of the condition requiring assistance;
- Evidence that the grantee certified that the CDBG activity was designed to address the urgent need;
- Information on the timing of the development of the serious condition; and,
- Evidence confirming that other financial resources to alleviate the need were not available.

Please respond to the following items:

1. Mission Statement, narrative description, justification of project:

2. Give a brief description of the intended market for this project:

**South Mississippi Tourism Industry Restoration Grant Program
Advertising, Promotion and Events Marketing Grant 2007
Application**

Page Three

3. Is this project a cooperative effort with the Mississippi Development Authority Tourism Division? yes no If yes, please describe MDA's involvement.

4. Does this project demonstrate collaboration between more than one city, community, county, region, or Convention and Visitor Bureau? yes no If yes, please list the communities, counties, and organization participating in this event.

5. Has this event occurred before? yes no
If yes, how many years? If yes, please provide a brief description of the past performance of the event and any economic results that may be documented.