

# Greenwood Convention & Visitors Bureau Advertising Assistance Program Guidelines

## Overview/Mission Statement

The mission/goal of the Greenwood Convention & Visitors Bureau's advertising assistance program is to enhance the tourism promotion efforts of the City of Greenwood by supporting and helping an event become **established and self-supporting**. The event should draw visitors (business travelers, vacationers, conventioners, etc.) from outside Greenwood or it should entice tourists to visit our attractions, spend the night in Greenwood motels/bed & breakfasts and eat in Greenwood restaurants.

## NOTE:

**It is the opinion of the Board of Directors of the Greenwood Tourism Commission that an event should be self-supporting or become self-supporting within FIVE years and request for funding will be limited.**

## Eligibility Requirements

Eligible applicants for funding include any organization whose **PRIMARY OBJECTIVE IS PROMOTING THE TOURISM INDUSTRY IN GENERAL, AND GREENWOOD IN PARTICULAR, TO OUT OF TOWN VISITORS GENERATING OVERNIGHT STAYS AND ECONOMIC STIMULUS TO THE CITY**. Due to grant monies being **TAX GENERATED** and following **THE STATE OF MISSISSIPPI DIVISION OF TOURISM** requirements/guidelines, an organization *should* be **NON-PROFIT**.

Applicants must be classified in one of the following categories:

- 1) Festival/Event
- 2) Attraction/Public use facility:  
(museums, historical houses, auditorium, stadiums, etc.)  
Applicants not representing a specific venue must apply directly through the facility at which the event is held.
- 3) Organizations/Associations that have a primary objective of promoting tourism in Greenwood.

Your organization is to maintain accurate financial records on the receipts and use of these funds. They must be kept ready for inspection by the Convention and Visitors Bureau, the City, the State Auditor's Office or other authorized agency for a period of not less than three years. Items to be kept include solicitations, bids, invoices, receipts, canceled checks, ledgers and any other accounting records of like kind for specified period of time.

## Application Procedure

1. Application must be completely and thoroughly filled out. Insufficient information could effect funding. (More is better). A detailed media plan listing specific media outlets and planned advertising dates is required. Checklist must be completed.
2. **PLEASE NOTE: DEADLINES HAVE CHANGED.** Grant applications will be **accepted until noon on Friday, July 30, 2010**, for projects that will occur October 1, 2010 to September 30, 2011. All applications **MUST** be submitted no later than noon on Friday, July 30, 2010, to be considered for funding.

3. All applications that are submitted will be reviewed by the Greenwood Convention and Visitor Bureau Budget Committee and then presented to the full Board of Directors with recommendations. The full Board of Directors will make the final decision about grant funding.
4. The Follow Up Report that is enclosed with the Grant Application packet is **REQUIRED** for completion of the grant cycle. The report must be submitted **no later than 45 days** after project/event completion. **Failure to turn in the Follow Up Report will impact future funding from the Greenwood Convention and Visitors Bureau.**
5. Please submit 5 copies of the completed Grant Application.
6. You may request to speak to the Budget Committee on behalf of your organization/event on **Monday, August 2, 2010, at 4:00 p.m.** at the Greenwood Convention and Visitors Bureau. **Please note that you are allowed 5 minutes to make your presentation/request.**

**NOTIFICATION** of the Board's actions will be made **in WRITING** no later than September 1, 2010. **Written notification will include amount of funds granted and how disbursements will be made. Please DO NOT CALL.**

#### **FUNDS SHOULD BE USED FOR THE FOLLOWING:**

1. Advertising through mass media, including newspapers, magazines, radio, television and billboards. **PLACEMENTS MUST BE IN MARKETS 50 MILES OR MORE AWAY, OR WITH BROADCAST RADIUSES OF 100 OR MORE MILES.**
2. Direct mail to targeted audiences.
3. Production of printed material, e.g., brochures and inserts.
4. Banners and Displays used for advertising.

#### **ITEMS INELIGIBLE FOR FUNDING:**

1. Construction, maintenance, repair
2. Studies and operation costs for any building related facilities or site operations
3. Administrative purpose for any organization within Greenwood including travel, meal, lodging, and salaries for personnel and volunteers.
4. Purchase of items and materials not specifically designed to attract visitors to Greenwood.
5. Anything not listed as eligible.
6. Anything in Violation of the law.

#### **NOTE:**

If funding is granted, the current Greenwood Convention and Visitors Bureau logo must be on **ALL** print material, advertising and media. **NO EXCEPTIONS! Funding will be Revoked if applicant/organization/event etc. fails to do so. The Greenwood Convention and Visitors Bureau pays all vendors directly.** Bills must be submitted no later than 45 days after project/event completion or they will not be paid.

**Guidelines and application revised and approved by the Greenwood Convention and Visitors Bureau Board Directors May 12, 2008, as documented in said minutes.**

**Greenwood Convention & Visitors  
Bureau Advertising Assistance Program Application**

1. Name of Applicant Organization \_\_\_\_\_

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

City

State

Zip

Physical Address \_\_\_\_\_

City

State

Zip

2. Project Director/Coordinator \_\_\_\_\_

Telephone Numbers \_\_\_\_\_

3. Project Name \_\_\_\_\_

4. Date(s) of Festival/Event \_\_\_\_\_

Month/Date/Year

5. Is this a first time event? Yes/No

If yes, do you anticipate the event to become an annual event? Yes/No

If no, how many years has the event been held? \_\_\_\_\_

6. Have you requested funds from the GCVB before? Yes/No

If yes, please give amounts granted along with dates. (Failure to answer this could affect funding.) \_\_\_\_\_

\_\_\_\_\_

7. Total Projected Cost of Event/Festival

(Submit Proposed Line Item Budget) A. \$ \_\_\_\_\_

Amount Requested from GCVB

B. \$ \_\_\_\_\_

Balance (line A less line B)

C. \$ \_\_\_\_\_

8. How will the balance (Line C) be obtained? \_\_\_\_\_

\_\_\_\_\_

9. Mission Statement, Narrative Description, and Justification of Project

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. Local Economic Impact (Complete the following as it pertains to your project.)

a) Advertising Reach and Exposure

Do you expect to influence visitation from outside this immediate area (50 miles or more)? Yes/No  
From outside Mississippi? Yes/No

Approximately how many people outside this immediate area (50 miles or more) will be exposed to your promotion? \_\_\_\_\_

b) Benefit to Community

What benefits will this project offer the community?

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c) Provide any additional comments that support the economic impact of this project, in particular how your data was obtained and where figures were derived.

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d) Do you plan on doing an on-site survey? Yes/No

If yes, please detail/outline procedure/method you intend to use.

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e) Do you plan on doing any follow-up survey/evaluation? Yes/No

If yes, please explain.

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**Paid Media (Be specific!)**

Please list the name of each publication, size of the ad, dates the ad will run and actual ad cost. Use additional sheets if necessary.

Newspaper \_\_\_\_\_ \$ \_\_\_\_\_

Magazine \_\_\_\_\_ \$ \_\_\_\_\_

Radio Spots \_\_\_\_\_ \$ \_\_\_\_\_

Television \_\_\_\_\_ \$ \_\_\_\_\_

Billboard \_\_\_\_\_ \$ \_\_\_\_\_

Other \_\_\_\_\_ \$ \_\_\_\_\_

**Print Material**

Please indicate the number to be printed, who will receive this material, and outline distribution plan. Use additional sheets if necessary.

Brochure \_\_\_\_\_ \$ \_\_\_\_\_

Direct Mail \_\_\_\_\_ \$ \_\_\_\_\_

Insert \_\_\_\_\_ \$ \_\_\_\_\_

Other \_\_\_\_\_ \$ \_\_\_\_\_

**Public Relations**

Please include a list of items in the media kit, production costs and a distribution list.

Media Kits \_\_\_\_\_ \$ \_\_\_\_\_

Media Contacts \_\_\_\_\_ \$ \_\_\_\_\_

Postage (if applicable) \_\_\_\_\_ \$ \_\_\_\_\_

**I acknowledge that I have thoroughly read the guidelines. I acknowledge receipt and understanding of the Greenwood Convention & Visitors Bureau Advertising Assistance Program Guidelines. I certify that the application is complete and all information is true and correct to the best of my knowledge. I further understand if funding is granted and ALL guidelines and procedures are not followed, FUNDING CAN BE REVOKED!**

\_\_\_\_\_  
**Signature of Project Director/ Coordinator**

\_\_\_\_\_  
**Signature of Project Treasurer**

\_\_\_\_\_  
**Signature of Person Submitting Application if other than Project Director/ Coordinator and/ or Project Treasurer**

\_\_\_\_\_  
**Date**

**TO BE COMPLETED BY THE GCVB:**

\_\_\_\_\_  
Date and time received

\_\_\_\_\_  
GCVB Staff

Copy of given to Applicant \_\_\_\_\_

**Greenwood Convention and Visitors Bureau  
Follow Up Report  
Advertising Assistance Grant**

**Please answer the following questions and mail this report to:**

**Greenwood Convention and Visitors Bureau  
P.O. Drawer 739  
Greenwood, MS 38935**

1. Event name: \_\_\_\_\_
2. Event date: \_\_\_\_\_
3. Event location: \_\_\_\_\_
4. What did you estimate your attendance would be when you were planning the event? \_\_\_\_\_
5. What was your actual attendance? \_\_\_\_\_
6. How much money did you make on ticket sales? \_\_\_\_\_
7. What was your ticket price? \_\_\_\_\_
8. Will you conduct the event again next year? \_\_\_\_\_
9. What percentage of attendees were from out of town? \_\_\_\_\_
10. Is there anything else you would like the Greenwood Convention and Visitors Bureau to know about your event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# CHECK LIST

**Before submitting your application/ request to the GVCB, make sure you have included the following items:**

1. The original, completed, signed application. (Place on top.) \_\_\_\_\_
2. Five Copies of completed application. \_\_\_\_\_
3. Your Non-profit status documentation (if applicable). \_\_\_\_\_
4. Your proposed budget and media plans. \_\_\_\_\_
5. Any other information that would be beneficial to the request. \_\_\_\_\_
6. Completed checklist. \_\_\_\_\_

Please note **if the checklist has not been completed, the application will not be accepted.**

**Should you have any questions regarding the guidelines or procedures, please contact:**

**Greenwood Convention and Visitors Bureau:  
111 E. Market Street  
P.O. Drawer 739  
Greenwood, MS 38935  
662-453-9197  
paige@gcvb.com**

**Thank you for your cooperation,**

*The Greenwood Convention & Visitors Bureau*

**Paige Hunt  
Executive Director**

**Elizabeth Stowers  
Business Manager**