



**2018 - 2019
Marketing Match Grant Program
Projects Occurring Between
October 1, 2018 - September 30, 2019**

Marketing Match Grant Program Guidelines

For Festivals, Events, Attractions and Organizations

Visit Jackson provides funding assistance to the Jackson Tourism Industry in three different categories:

1. Convention and Meeting support for Meetings, Conferences/Conventions, Tradeshows, Equine Events, Sporting Events, and Reunions
2. **Marketing Match Grants for Festivals & Events, Attractions and Organizations**
3. Program Advertising Support for Organizations' Printed Programs and Souvenir Books

Entities may only apply for one category of VISIT JACKSON funding per fiscal year

DEADLINE TO SUBMIT YOUR APPLICATION IS: Monday, July 16, 2018

Application must be delivered to the Visit Jackson office before 5:00 p.m. or postmarked Monday, July 16, 2018.

FINAL REPORT with all supporting documents is DUE by 5:00 p.m. Friday, AUGUST 31, 2019



111 East Capitol Street, Suite 102
Jackson, MS 39201

Post Office Box 1450
Jackson, MS 39215-1450

601.960.1891
Fax: 601.960.1827
1.800.354.7695
www.visitjackson.com

MARKETING MATCH GRANT PROGRAM

The 2018-2019 Visit Jackson Marketing Match Grant Program is designed to enhance visitor and tourism promotion efforts in Jackson through advertising and marketing assistance. Visit Jackson has set aside a fixed amount of funds to assist with advertising festivals, events and attractions that will cause local economic impact and contribute greatly to filling hotel/motel rooms and restaurants in Jackson. Be advised that the Visit Jackson Marketing Match Grant Program is dependent upon its ability to fund the program. This program may become unavailable during any given fiscal year. Please read the following criteria carefully.

Marketing Match Grants are available to nonprofit individuals/organizations/attractions/groups who promote inbound tourism through public events. Qualified applicants must clearly demonstrate the ability to generate a major positive economic impact by attracting participants from outside Jackson to stay overnight in hotels and/or patronize Jackson restaurants. Applicants may apply for funding up to 50% of total qualified advertising and marketing expenses. Funds can be disbursed at the end of the project upon receipt of the final report detailing compliance with the Marketing Match Grant guidelines and conditions of the specific award.

Applications will be accepted until **JULY 16, 2018** for projects that will occur between *January 1, 2019* and *September 30, 2019*. Applications submitted will be reviewed and presented to the full Board of Directors with recommendations. Applicants will be notified of the Board's decision in October. Final report along with all supporting documents must be submitted by **5:00 p.m. AUGUST 30, 2019** to be eligible to receive award. (Events held during the month of September 2019, have until 5:00 p.m. October 15, 2019, to submit their final report with all supporting documents.)

Please read and follow the guidelines carefully to ensure the fullest consideration for your application. If you have questions, please contact Grant Administrator, Jonathan Pettus, at any time to ask questions regarding the program or to schedule an appointment to discuss information and review guidelines for the program at 601-960-1891 or jpettus@visitjackson.com

Greater consideration and higher priority will be given to projects that demonstrate the highest potential for causing major economic impact, especially through increasing restaurant revenue and hotel occupancy. Applicants must realize that even though an application received may qualify, limited funding may not allow all projects to receive assistance. There are no guarantees that any request will receive assistance. All decisions regarding awarding funds are made at the sole discretion of Visit Jackson Board of Directors.

I. ELIGIBILITY REQUIREMENTS

A. Applicants must be classified in one of the following categories:

1. **Festival/Event:** a public, themed celebration or activity
2. **Attraction/Public Use Facility:** zoological park, botanical garden, historical houses, historical buildings, museums, stadiums, auditoriums, Mississippi State Fairgrounds Complex, etc.
3. **Organization/Association:** entities that have a primary objective of promoting tourism in Jackson, i.e., Restaurant Association, Hotel/Motel Association, Thalia Mara Arts Foundation, Friends of the Zoo, etc.

B. Items eligible for funding assistance include, but are not limited to, the following:

1. Development of new events, quality major exhibits and activities geared toward generating overnight Visitors and/or increasing restaurant revenue in Jackson
2. Successful expansion of established events or attractions that have previously generated overnight Visitors and/or increased restaurant revenue in Jackson
3. Advertising that includes a tourism message through mass media. Examples are: newspapers, magazines, radio, television, billboard, and online. Placements should be in markets more than 90 miles outside of Jackson for higher consideration of funding
4. Advertising, that includes a tourism message, within a 90-mile radius must strongly demonstrate the potential for increasing restaurant revenue.
5. Promotional activities that complement advertising, including materials that create awareness and build or maintain a good image of Jackson.
 - a. Examples: printing brochures or inserts for events prior to event, production of display booths, banners, signs and posters (not for resale); website development/ photography, and creative execution.

C. Items ineligible for funding consideration include, but are not limited to:

1. Expenses incurred before project approval
2. Projects restricted to private or exclusive participation
3. Administrative costs including salaries, postage, telephone expenses, travel, food, beverages, lodging and entertainment for personnel and volunteers of organizations
4. Tangible personal property including, but not limited to, office furnishings, office equipment, permanent collections or individual pieces of art, street barricades, etc.
5. Interest, reduction of deficits or loans
6. Scholarships, endowments or cash awards of any description
7. Funding to acquire, construct, extend or maintain a facility
8. Activities or materials that violate the law
9. Events that take place outside the city of Jackson
10. In-kind service

D. Factors considered for grant approval include, but are not limited to:

1. High probability of significant economic impact for Jackson
2. Major tourism drawing power from outside the Jackson area, generating overnight hotel stays and increasing restaurant revenue
3. Generates positive awareness of Jackson as a tourism destination
4. Evidence of the organization's stability, management, responsibility and accountability
5. Advance marketing and public relations planning
6. Advance budget planning

E. Advertising Support Breakdown

1. 10% match - Any local media (out-of-home, radio, print, social, and digital)
2. 25% match - Local TV ads – Any local TV (WLBT, WJTV, WAPT, etc.)
3. 50% match – Any advertising outside of 90 miles radius

F. Marketing Support Breakdown

1. Up to 10% match
 - a. City of Jackson/Jackson-Evers International Airport gateway/pole banners development/creative cost
 - b. City of Jackson/Jackson-Evers International Airport gateway/pole banners installation cost
 - c. Any advertising inside the 90 miles radius except Local TV
2. Up to 25% match
 - a. Development/creative cost of qualified advertising (brochures, newsletters, website, advertising execution, etc.)
 - b. Printing cost incurred via qualified development/creative cost of qualified marketing support collateral
 - c. Shipping cost (only MS welcome centers)
 - d. Local TV
3. Up to 50% match
 - a. Advertising outside of the 90 miles radius

II. APPLICATION PROCESS

A. Grant application information sheet

1. **Documentation of nonprofit status** (for new applicants): charter, articles of incorporation, bylaws or other proof of status (i.e. Annual report on file w/ secretary of state)
2. **Marketing plan** for the project that describes the “who, what, where, when and why” of your proposed project. The marketing plan should address objectives, strategies, tactics and action plans and specifically include:
 - a. An explanation of how the project will generate positive awareness of Jackson as a tourism destination
 - b. An explanation of how the project relates to cultural, historical, heritage or community enhancement
 - c. An explanation of how projected attendance figures and number of hotel rooms were determined
3. **Business plan** (budget) for the project that describes the financial aspects and budgetary conditions of your project. The business plan should include:
 - a. Projected revenue anticipated to be generated by sponsorships, grants, gate receipts, concession sales, souvenir sales, in-kind services or other forms of financial contributions
 - b. Projected expenses for the project, broken out in line-item detail
4. **Methods for Research/Tracking/Measurement** of the project’s results. The procedure used to research the effectiveness of your advertising and promotional efforts must be included. Examples:
 - a. Conduct sample surveys administered by trained volunteers on site
 - b. Use unique URL’s for each advertisement to determine effectiveness of the buy.

- c. Set-up a landing page for the event for people who Visit your site from outside the 90-mile radius.
- B. **A Media Schedule** for promotion of the event, activity or attraction. The paid media schedule should include:
 - a. The name of each media outlet, size or length of the ad, dates ad will run and actual ad cost. This is required for all mediums.
 - b. Identify geo-targeted reach for each placement
- C. Any other essential backup materials that support your application, as requested

NOTE: Incomplete applications will not be considered. Visit Jackson has the authority to disqualify incomplete applications or request additional information before presentation or recommendation to full board of directors.

III. PERFORMANCE CRITERIA

A. Notification:

1. All projects must receive written approval, as notification, from Visit of the projects funding amount.
2. Upon notification of grant approval, applicant must respond with a written letter of acceptance by the required deadline. Failure to accept awarded funds by the deadline will result in the award being void
3. Projects must be executed as approved; if expenditures change during the grant cycle.
4. All organizations receiving funding from Visit Jackson are required to maintain fiscal records of the expenditure of those funds awarded by Visit Jackson; additionally, event and project fiscal records are subject to audit by Visit Jackson, its agent and governing authorities at the end of an event or upon completion of a project.

B. Project contents:

1. Project must contain the following phrase or Visit Jackson's logo on all printed materials, collateral materials, advertising materials, and in tag line credits of broadcast media:

This project is partially funded through a grant by the Visit Jackson.

Project **WILL NOT** be reimbursed if the exact phrase or Visit Jackson's logo is omitted.

2. Projects must list an address, telephone number, or website for additional information on all advertising and promotional materials and contain the same in any broadcast media spots.
- C. **Monthly Attendance Reports:** **ALL ATTRACTIONS AND EVENTS MUST SUBMIT ALL ATTENDANCE REPORTS AS REQUESTED** by the Visit Jackson during the funding period. Failure to meet this requirement will be considered noncompliance and will result in forfeiture of award. Please see attached documents for Attraction Attendance Form.

Note: For online ads, the logo or grant line is only required on the campaign landing page during the entirety of the campaign/project. They do not have to be on the actual ad.

IV. FINAL REPORT PROCESS

1. A complete final report consists of an official final report form and checklist along with the following items submitted as attachments.
 - a. Copy of award letter received from Visit Jackson
 - b. A written summary of the results of the project and the impact it had on tourism in the Jackson area.
 - c. Copies of all attendance reports submitted to Visit Jackson during the funding period as requested
 - d. A comparison of the original grant application budget to actual final receipts and expenditures
 - e. A summary of any revenues generated by the project (sponsorships, grants, gate receipts, concession sales, souvenir sales, in-kind services or other forms of financial contributions)
 - f. Actual samples of the completed project (tear sheets, mp3's, audio/visual files, etc.)
 - g. Explanation of methods used for research/tracking/measurement of the project's results
 - h. All events that apply for a marketing match grant from Visit Jackson must provide proof of liability insurance with Visit Jackson named as an additional rider on said liability insurance policy. This policy must be received by Visit Jackson 15 days prior to any event/festival that is funded.
2. **Project must be completed and final report with all supporting documents must be submitted by 5:00 p.m. August 31, 2018 to be eligible for award. (Events held during the month of September 2018, have until 5:00 p.m. October 15, 2018, to submit their final report with all supporting documents.)**

IF YOU HAVE QUESTIONS, PLEASE CONTACT:

**Jonathan Pettus, Grant Administrator
111 East Capitol Street, suite 102, Jackson, MS, 39201
P.O. Box 1450, Jackson, MS, 39215-1450**

601-960-1891; fax: 601-960-1827

E-mail: jpettus@visitjackson.com