



**2019-2020**

**Funding Program  
Activities occurring between  
October 1, 2019 - September 30, 2020**

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**APPLICATION MUST BE RECEIVED IN THE VISIT JACKSON OFFICE BY JULY 15, 2019. (For event occurring in September, the final report information must be received by October 15, 2020.)**

## **Funding Support Guidelines**

*For Meetings, Conferences/Conventions, Tradeshows, Equine Events or Sporting Events*

### **Visit Jackson**

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## 2018-2019 VISIT JACKSON FUNDING SUPPORT PROGRAM OVERVIEW

Visit Jackson is pleased to announce the 2019-2020 funding program. This program was designed to enhance **meetings, conferences/conventions, tradeshow, equine events or sporting events**. Qualified applicants must clearly demonstrate the capability to generate a positive economic impact by attracting verifiable delegates or attendees from outside the Jackson area to stay overnight in Jackson hotels and patronize Jackson restaurants. Applicants must use Jackson venues and hotels to be eligible to receive Visit Jackson funding.

**Beginning October 1, 2019 all funding will be executed in the form of payment of services to enhance your meeting, conference/convention, tradeshow, equine or sporting event occurring in Jackson. Examples of such expenditures include lunch/breakfast, reception, signage, marketing/advertising, or transportation sponsorships. Substantial room pickup and verification of attendance must be verifiable two weeks prior to the conference/sports activity. ALL PAYMENTS SHALL BE MADE TO VENDORS PROVIDING SUPPORT TO YOUR MEETING IN JACKSON.**

**Applications will be accepted until 5:00 p.m., JULY 15, 2019, for projects that will occur between October 1, 2018, and September 30, 2019.** Applications submitted will be reviewed by the Visit Jackson Funding Review Committee and then presented to the full Board of Directors with recommendations. Applicants will be notified of decisions. **At the end of each activity a final report with all supporting documents must be submitted no later than August 30, 2020. Failure to submit an activity's Final Report with the required data shall make that "parent organization" ineligible to receive funding support from Visit Jackson for a period of two consecutive years. (Events held during the month of September 2020, will have until 5:00 p.m., October 15, 2020, to submit their final report with all supporting documents.)**

*Please contact the Funding Support administrator at any time to ask questions or schedule a meeting to discuss the application guidelines.*

Greater consideration and higher priority will be given to projects that demonstrate the highest potential for causing **major economic impact**, especially through increasing restaurant revenues 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 submitted request will be provided with funding. Any and all decisions regarding award funds are made at the sole discretion of the Visit Jackson Board of Directors and are final.

Please read and follow the guidelines carefully to insure the fullest consideration for your application. **All projects must be completed, and a final report submitted prior to 5:00 p.m., August 30, 2019 to receive an award for the fiscal year 2019-2020.** Please submit all documents secured with paper clamps in lieu of staples.

**If you have questions, please contact:  
Christine Blackmon-McInnis at 601-960-1891.**

**VISIT JACKSON FUNDING SUPPORT PROGRAM GUIDELINES**  
**For Meetings, Conferences/Conventions, Tradeshows,**  
**Equine Events or Sporting Events**

*Thank you for considering Jackson as the destination for your next meeting or event!*

Visit Jackson offers many services as well as underwriting sponsorships for qualifying events. We can also provide the expert assistance you need to make your event planning simple and your event successful.

Depending on the size and scope of your event, you may qualify for a wide range of valuable items, services, and/or funding including the following:

**Bureau Services:** *Your event may qualify for the following:*

**Invitations:** The official invitation packet may include letters from the Governor, Mayor, the Convention & Visitors Bureau, area attractions and businesses. An exciting video on Jackson is also available.

**Lodging Information:** Visit Jackson will canvass local hotels/motels for space, rates, accommodations and dates for your meeting.

**Program Coordination:** Visit Jackson can put you in touch with the right people to coordinate your convention program, prepare a tour, organize a spouses' or children's program, and fulfill transportation needs.

**Attendance Promotion:** For your registration packet, Visit Jackson will provide your membership with materials such as area interest pamphlets, hotel and restaurant information, maps and visitor brochures.

**Publicity:** Your convention or meeting will be a newsmaker, so Visit Jackson will distribute one news release on your behalf to our area media. Also available are images of Jackson for use in preparing your organization's publications.

**Welcome:** Allow us to extend a warm welcome to your convention delegates at the opening of your convention.

**Registration:** Professional registration assistants are available with the equipment necessary to service your event on site. Other electronics, such as audio/visual devices, are available by rental from local vendors. Preprinted, computer-generated name badges with pre-printed ribbons for your delegates can be provided by the Bureau with at least three weeks' notice.

**Brochures:** Visitor information brochures are available for your convention registration desks when in stock and with a two week advance request.

**Funding:**

*All funding is based on specific, qualifying factors. **To apply, please complete the Visit Jackson Funding Support Application in full and submit it by 5:00 p.m., July 15, 2019.***

Your event may be eligible for a limited number of the following items at no cost. These items are also available for purchase at the prices listed.

<u>Cost</u>	<u>each</u>
Visit Jackson 13 x 15 Logo Bag	\$.50
Visit Jackson 12 x 13 x 9 Blue Canvas Bag	\$1.00
Visit Jackson Name-badge paper	\$1.00 per page
Name-badge Holder	\$1.00
Elastic Neck Cords	\$.50
Visit Jackson Adhesive Name-badge sheets	\$.25 per page
Promotional Stack Title Ribbons	\$1.00 each for special/\$.50 for standard
Registration Assistants	\$10.00 per hour for up 8 hours per day

## 1. APPLICATION PROCESS

All applicants must complete the Convention and Meeting Support Application in full and submit it to the program administrator on or before **5:00 p.m., July 15, 2019**, for projects that occur between October 1, 2018 and September 30, 2020.

## 2. FINAL REPORT PROCESS

All applicants must complete the Final Report Applicant Information Form along with the following attachments at the conclusion of their event no later than 5:00 p.m., August 30, 2020.

1. Final room occupancy report provided by hotel property
2. Facility rental invoice and/or food and beverage expense invoice
3. Official ticket sales report
4. All other invoices applicable to your event
5. **Equine and Sporting Events Only** (*list must be submitted in an excel document*)

List names and cities of all competitors or participants from more than 100 miles outside Jackson

**If you have questions, please contact:**

**Christine McInnis, Funding Support 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 [cblackmon@visitjackson.com](mailto:cblackmon@visitjackson.com)**

**All Applicants must adhere to the following clause**  
**For this document the following terms apply: All third-party booking companies must comply with the terms, definitions and with the overnight room pick-up guidelines specified in the body of the funding application.**