



**2011-2012
Jackson Convention & Visitors Bureau
Funding Programs**

**for projects occurring between
October 1, 2011
and
September 30, 2012**

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The Jackson Convention & Visitors Bureau provides funding assistance to the Jackson Tourism Industry in three different categories. Entities may not apply for more than one type of JCVB funding per fiscal year. Please choose from the following 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, Facilities, and Organizations

3. Program Advertising Support

For Organizations' Printed Programs and Souvenir Books

*Guidelines and applications are available in each of the above categories upon request.
All applications are due by June 15, 2011.*

Jackson Convention & Visitors Bureau

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2011-2012
PROGRAM ADVERTISING SUPPORT GUIDELINES

The Jackson Convention & Visitors Bureau is pleased to announce the 2011-2012 JCVB Funding Programs designed to enhance visitor and tourism promotion efforts within the Jackson area. The Bureau has set aside a fixed amount of funds to assist with meetings and events that will cause local economic impact, especially by filling hotel/motel rooms and restaurants. Please read the following criteria carefully. Applicants are advised that the JCVB Funding Programs are dependent upon the Bureau's ability to fund the program. Programs may become unavailable in any given fiscal year.

Program Advertising Support - is available to organizations/groups hosting activities in Jackson with \$1,000 in food and beverage or room rental expenses at a Jackson hotel/restaurant property. These funds will be awarded for placement of an ad provided by the JCVB in your printed program or souvenir book. Maximum amount awarded is \$500. **Applicants must complete the Program Advertising Support Application.** Funds will be awarded after a review of your final report which must include: applicant information sheet, a printed program or souvenir book, a copy of the invoice for food and beverage or room rental expenses along with a copy of front and back of check to pay expenses.

Workshops to answer questions regarding completing the application for JCVB Funding Programs will be held on the first Wednesdays in March, April and May at 3:00 p.m. in the JCVB Conference Room. Workshops ARE NOT MANDATORY, however you must sign up by the 25th of the month before the workshop to attend.

Applications will be accepted until JUNE 15, 2011 for projects that will occur between October 1, 2011, and September 30, 2012. Applications submitted will be reviewed and presented to the full Board of Directors with recommendations. Applicants will be notified of decisions. **Projects must be completed and final reports with all supporting documents submitted by 5:00 p.m. September 30, 2012, to be eligible for awards.** (*Events held during the month of September 2012 have until 5:00 p.m., October 15, 2012 to submit final report with all supporting documents*).

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 assistance. Any and all decisions regarding awarding or not awarding funds are made at the sole discretion of the Jackson Convention & Visitors Bureau Board of Directors.

Entities cannot apply for more than one type of JCVB funding per fiscal year.

Please read and follow the guidelines carefully to insure the fullest consideration for your application. If you have questions, please contact LaGina Fisher at 601-960-1891.

2011-2012
PROGRAMME ADVERTISING SUPPORT GUIDELINES

1. ELIGIBILITY REQUIREMENTS

Entities that host activities in Jackson through which the JCVB may purchase advertising to further enhance the visibility of the bureau

Items eligible for funding assistance include:

Ad prepared by JCVB to be placed in program or souvenir booklet

Factors considered for ad request:

1. High probability of significant economic impact on the Jackson area
2. Major tourism drawing power from outside the Jackson area, generating overnight hotel stays and increasing restaurant revenues
3. Generates positive awareness of Jackson as tourism destination
4. Proposed itinerary for program/event
5. Expected attendance

2. APPLICATION PROCESS

A. Application

B. Documentation of nonprofit status (if applicable): Charter, Articles of Incorporation, bylaws or other proof of current status (i.e. Annual Report on file w/ Secretary of State)

C. A description of the project which includes how it will generate a positive awareness of Jackson as a tourism destination, an explanation of how it relates to cultural, historical, heritage or community enhancement

NOTE: *Incomplete applications will not be considered. The Grant Administrator has the authority to disqualify incomplete applications or request additional information before presentation of recommendation to Board of Directors. All projects must receive written approval from the Grant Administrator. Upon notification of funding approval, applicant must acknowledge receipt of proposed offer in writing by the required date. Failure to acknowledge receipt of the offer by the deadline will result in the award being voided.*

**2011-2012
PROGRAMME ADVERTISING SUPPORT GUIDELINES**

3. FINAL REPORT PROCESS:

A. Final Report Form

B. Invoice for food and beverage or room rental expense

C. Copy of front and back of check paying expense or copy of bank statement

D. A written summary of the results of the project and the impact it had on tourism in the Jackson area

NOTE: Project must be completed and final reports with all supporting documents submitted by 5:00 p.m. September 30, 2012, to be eligible for award. (Events held during the month of September 2012 have until 5:00 p.m., October 15, 2012 to submit final report with all supporting documents).

IF YOU HAVE QUESTIONS, PLEASE CONTACT:

**LaGina Fisher, Program Advertising Support Administrator
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