

YAZOO COUNTY CONVENTION AND VISITORS BUREAU

*POST OFFICE BOX 186
YAZOO CITY, MS 39194
TELEPHONE: (662) 746-1815
FACSIMILE: (662) 746-1816
www.visityazoo.org*

August 1, 2021

Dear Tourism Grant Applicant:

Thank you for your interest in generating increased travel into Yazoo County and in using the resources of the Convention and Visitors Bureau to help benefit our community. Yazoo County is fortunate to have a number of tourism-related sites and events, and we are pleased to have citizens working for a better tourism industry.

The purpose of this letter is to explain the types of assistance available, some of the requirements for assistance and the procedure we will use in our selection process. The grant application is attached.

Two types of assistance are available one time during the fiscal year (October 1, 2021 – September 30, 2022):

ALL APPLICANTS MUST COME BEFORE THE BOARD OF DIRECTORS TO REQUEST FUNDING FROM THE YAZOO COUNTY CONVENTION & VISITORS BUREAU. YOU WILL BE NOTIFIED OF DATE AND TIME OF MEETING AFTER SUBMITTING YOUR APPLICATION.

The first type of assistance available is for Advertising & Promotion: This type of assistance targets markets outside of our immediate area (over 100-mile radius or out-of-state). Your organization must purchase paid advertising (such as magazine, newspaper, radio and television ads and billboards); printed brochures and calendars of events; and put together public relations kits for your event. Entertainment, labor, t-shirts and other clothing items are not eligible for consideration. Your organization will be reimbursed for the purchases once deemed all qualifications are met and proof of bills paid by your organization.

The second type of assistance available is for Historical/Cultural Enhancement: The primary purpose of this type of assistance is for the repair and /or improvement of tourism or tourism-related sites and for the placement of historical and/or cultural markers (such as Blues trail, Freedom trail markers, and other markers for historic preservation). This type of assistance is not for bricks and mortar projects. The Convention and Visitors Bureau will not provide this type of assistance for salaries or operating/administrative expenses. We will also give priority to projects for which the requesting organization is providing some of the funding necessary and/or has obtained additional funding from other sources. Proof of other funding sources may be requested by the Bureau, and may have to be presented before a decision is made.

You may submit an application for only one type of assistance during the fiscal year; with a maximum request of \$10,000. **FAILURE TO COMPLETE THE APPLICATION FULLY OR TO PROVIDE RESPONSES TO EACH ITEM ON THE APPLICATION MAY RESULT IN AN AUTOMATIC REJECTION OF THE APPLICATION.** Even if the application is not automatically rejected, failure to provide information may cause your request to be tabled until the information is provided, and in the interim, all available assistance may be committed to other applicants.

All projects receiving a grant must adhere to the following rules. If any of these are not followed, a project will be deemed ineligible for consideration, or the Director will withhold monies designated to the particular project.

The rules are:

1) Display Yazoo County Convention and Visitors Bureau logo and grant phrase.

All funded projects must display the current tourism logo on all promotional materials including advertising, flyers, and posters. It is the responsibility of your organization to contact the Convention & Visitors Bureau for current information.

2) Recognize grant in all public relations.

All funded projects must give recognition to the grant in all areas of public relations pertaining to the project such as radio broadcast, news releases, announcements, etc. Failure to do so could result in non-payment of invoices.

3) All copy, advertisements, and promotional materials should be informative, persuasive, interesting, and professionally executed.

Exact proofs must be submitted to CVB's Executive Director prior to project's completion. If a project is completed with ineligible material included, it will not be funded. Both the bureau and the funded organization must sign off on all materials before submission for distribution.

4) Submit final report for completed project.

A final report check list is attached. Projects must submit final reports for further consideration. Failure to submit final report could result in loss of funding and ability to apply during next grant cycle.

5) Must have an established bank account set up for the project.

For reimbursements, canceled checks and other proofs of expenditures will have to be submitted no later than 60 days after the completion of the project.

The deadline for filing grant applications for the upcoming fiscal year is August 31, 2021. No exceptions!! Applications received after this date will be returned to the applicant.

The Yazoo County Convention and Visitors Bureau Board of Directors will meet to consider the applications and to decide which organizations will receive grant assistance for the next fiscal year. (October 1, 2021 - September 30, 2022). Application(s) received after the Aug. deadline will not be considered. All applicants will receive notification of some kind by mail.

Approved projects will receive the funded amount after submission and approval of the applicant's final report, which must be submitted to the Director within 60 days of the project's completion. *Applying organizations will be accountable for all monies awarded and responsible for submission and tracking of all research and measurement of project results. The organization receiving the grant will be subject to an audit by the State Auditor's Office.* If the completed project is higher than the estimate, the organization will receive the amount originally approved when awards were made on project proposals.

If your application for this cycle is denied, please feel free to reapply during the next grant cycle, which will be August 2022. Yazoo County is extremely fortunate to have a great number of tourism-related sites and events, and with a number of organizations working with or on such sites and events, we expect to receive applications far exceeding our resources for this fiscal year. If we do not provide the assistance you request, or if we provide less than you had hoped for, we are not implying that your organization will not receive assistance in the future. **Given the number and dollar amount of the requests we expect, the Convention and Visitors Bureau will have to assign priority to this year's applications based on the effectiveness of the assistance with respect to the anticipated tourism draw of the site or event. Finally, even though a project may be of great merit, it must benefit tourism in Yazoo County to be awarded funds.**

The Yazoo County Convention & Visitors Bureau (CVB) joins the interests of city and county government, trade and civic associations and travel suppliers to increase visitor traffic to our area. The Bureau acts as a liaison between potential visitors and those that host them. The aim of our CVB is to position Yazoo County as a regionally, nationally and internationally recognized destination by developing quality marketing programs and sales outreach to attract visitors to our area. All requests for funding from any group/organization will be filtered by this Mission Statement and must help us meet our goal of increased visitor traffic.

Sincerely,



Shanitra Finley
Executive Director

Enclosures (11)

srf

Amended (07/2021)

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ADVERTISING/ PROMOTION APPLICATION

(Please type or print legibly)

Name of Organization or Event: _____

Contact Person: _____

Title: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Email Address: _____

Website: _____

- **Please attach a typed description of the site or event for which assistance is sought, including the following items:**
 - (A) The name of the site *or* event *and* number of years held;
 - (B) The location of the site *or* event;
 - (C) The dates *and* times when open;
 - (D) How the event *or* site relates to the tourism industry;
 - (E) Expected number of tourists who will visit Yazoo County this year compared to those who visited last year *and* their home origination.
 - (F) The method which will be used for measuring tourism attendance (survey, interview, traffic count, registration, etc.);
 - (G) Any drawings, pictures, logos, or designs which you would incorporate in advertising;
 - (H) Any audio or video recordings which you would incorporate in advertising: and
 - (I) A written description of the event *or* project *and* the impact it should have on tourism in Yazoo County.

- **Please indicate the types of advertising requested and indicate the priority of each type (1 for highest, 2 for second highest, etc.):**

- _____ Newspaper
- _____ Magazine
- _____ Radio Spots
- _____ Television
- _____ Billboard
- _____ other paid media

(Description : _____)

- _____ Brochure
- _____ Calendar of Events
- _____ Media (Public Relations) Kits

- **If your organization has performed a market survey, please describe your target demographic audience.**

- **AMOUNT REQUESTED \$ _____.**

PROJECT AUTHORIZED SIGNATURE _____ DATE _____

FOR YCCVB OFFICE USE ONLY:

APPLICATION APPROVED _____ APPLICATION DENIED _____

AMOUNT APPROVED \$ _____

COMMENTS, EXCEPTIONS, SPECIAL INSTRUCTIONS:

Authorized YCCVB Signature: _____

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ENHANCEMENT / PRESERVATION
GRANT APPLICATION

(Please type or print legibly)

Name of Organization or Event: _____

Contact Person: _____

Title: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Email Address: _____

Website: _____

- **Please attach a typed description of the site or event for which assistance is sought, including the following items:**

- (A) The objectives *and* purpose of project;
- (B) The location of the project;
- (C) A description of the work to be performed (including plans *and* specifications, if available);
- (D) The timetable for the project, including starting *and* completion dates (if the project will be completed in phases, please give the timetable for each phase);
- (E) The budget for the project, including anticipated income from all sources, including the applicant, *and* expenses for major work items, including, but not limited to, architectural fees, historical consultant fees, labor and materials;
- (F) The names, addresses *and* telephone numbers of all persons in your organization who are or will be authorized to receive *and/or* disburse money related to the project;
- (G) How the project relates to the tourism industry;
- (H) The anticipated number of tourists who will attend the site after the completion of the project, *and*, if applicable, the increase over current tourist visits to the site (if based on past attendance figures, please give those);
- (I) The method which will be used for measuring tourist attendance (survey, interview, traffic count, etc.);
- (J) If your organization anticipates filing future grant applications with the Convention and Visitors Bureau prior to the completion of the project, list the amount *and* expected time of those requests;
- (K) The anticipated method of funding the operation of the site after the completion of the project; and
- (L) A written description of the project *and* how it affects tourism in Yazoo County along with any other information which you believe will be helpful in considering the merits of this application.

- **Please list the amount requested from the Convention and Visitors Bureau, the percentage that amount represents of the total project cost, and the minimum amount you believe necessary from the Convention and Visitors Bureau for the project for this fiscal year (which ends September 30, 2022):**

AMOUNT REQUESTED: \$ _____ PERCENTAGE COST: _____%

MINIMUM AMOUNT: \$ _____

Note: If this grant application is approved, in whole or in part, your organization must provide the Convention & Visitors Bureau with a final, actual summary of receipts and expenditures for the project within sixty (60) days after completion. If the project is not completed within sixty days after the projected completion date, your organization must provide a written statement to the Convention and Visitors Bureau explaining the delay. Failure to provide a satisfactory explanation may result in the revocation of your grant and the demand for the return of monies already received from the Convention and Visitors Bureau.

The undersigned hereby certifies that he/she is authorized by the organization filing this application to execute this document, including all attachments, are true and correct, and that the applicant agrees to submit to an audit or audits, if necessary in the opinion of the convention and visitors bureau, to insure the proper application of any and all grant monies received from the convention and visitors bureau.

AUTHORIZED SIGNATURE _____ DATE _____

FOR YCCVB OFFICE USE ONLY:

APPLICATION APPROVED _____ APPLICATION DENIED _____

AMOUNT APPROVED \$ _____

COMMENTS, EXCEPTIONS, SPECIAL INSTRUCTIONS:

AUTHORIZED YCCVB SIGNATURE: _____

Final Report Checklist

A final report must be submitted to be considered for future funding.

- 1) Is backup documentation arranged in same order as listed on original application?
- 2) Is copy of vendor's invoice included? (Eligible/applicable expenditures should be highlighted - sales tax is not eligible.)
- 3) Is copy of canceled checks (front and back) providing proof of payment included and attached to invoices?
- 4) Is one original advertisement/tear sheet, tape, brochure or printed news release included?
- 5) Is Yazoo County CVB's current logo and grant phrase included on the project?
- 6) Is the signature of the authorized party enclosed verifying the project has been completed?
- 7) Is the sample invoice for receipt of payment complete and included?
- 8) Is a written description of the event or project and the impact it had on tourism included?

Authorized Signature _____ Date _____

YAZOO COUNTY CONVENTION & VISITORS BUREAU
COMMUNITY GRANT POLICY AND PROCEDURE
QUICK SHEET

- The deadline for grant applications applying during this grant cycle is August 31, 2021. All applications must be received by this date. **NO EXCEPTIONS!!!**
- All applicants will receive written notification of acceptance or denial.
- Board members of the CVB will receive a copy of the grant applications three to five days prior to the August board meeting. Any questions asked by the board will need to be asked before the meeting in order to contact the applicant for answers.
- All recipients will receive a written confirmation within one week of the meeting along with appropriate forms and information.
- Acceptance letter of grant award must be received in the CVB within 30 days of receipt of approval letter.
- Applicants receiving denial forms may ask questions in writing no later than 30 days after receipt of denial letter. An answer will be provided in writing 30 days after the CVB receives your letter.
- All organizations are limited to one project request during the fiscal year (October 1 – September 30); with a maximum request of \$10,000.
- Organizations must have an established bank account set up for the project, and must provide canceled checks and proofs of expenditures no later than 60 days after project completion.
- Call the CVB at (662) 746-1815 for additional information if needed.