

MISSISSIPPI



Grant Application
Mississippi Heritage, History and Culture Tourism Fund
Mississippi Development Authority/Tourism Division

Mississippi Heritage, History and Culture Tourism Fund
Grant Application

Name of Applicant Organization: _____

Mailing Address: _____

Contact Name: _____

Telephone: _____

Email Address: _____

Project Name: _____

Date of Project: _____

Date You Will Submit Project Completion Report: _____

Grant Requested: \$ _____

Total Project Budget: \$ _____

Advertising/Promotion Budget: \$ _____

Local Funds Provided: \$ _____

All Other Funding Sources: \$ _____

• Detailed List of Other Funding Sources is required and must be documented in application.

Signature
Project Director
I have read and understand the guidelines of the program with submission of this application.

Signature
Regional/Local Tourism Organization Director
I have read and understand the guidelines of the program with submission of this application.

Title Date

Title Date

Organization

Organization

Please respond to the following items:

1. Mission statement, narrative description, justification of project:

2. Give a brief description of the intended market for this project:

3. Provide a Plan of Work that includes a detailed budget for marketing this project:

4. Is this project a cooperative effort with the Mississippi Development Authority (MDA) Tourism Division?

_____ Yes _____ No If yes, please describe MDA's involvement.

5. Does this project demonstrate collaboration between more than one city, community, county, region, or Convention and Visitors Bureau?

_____ Yes _____ No If yes, please list the communities, counties, and organization participating in this project.

6. Marketing and Distribution Plan:

If media buys are to be considered for funding, a proposed media schedule including names of the mediums, insertion or buy dates, total number of insertions/spots, cost per insertion/buy, size of ad or length of spots must be included.

- A marketing plan for any media buys MUST be included.

7. Research and Tracking/Measurement:

- Identify methods of research tracking/measurement of each project's results.

Applicants must also provide the following information:

A. PROGRAM DESCRIPTION AND PARTNERSHIPS (25%):

- What do you want to accomplish?

- What are the goals for your program?

• Who are your partners and what is their role and financial commitment?

B. HISTORY AND CULTURE (15%):

• Does the project(s) convey the history of the community or site to the resident and the visitor?

• Will the project(s) promote and enhance the visitor experience to a community, making accessible the interpretation and documentation that your community has carefully researched?

- Will your project(s) involve partnering of communities or regional entities to cross promote and encourage regional heritage tourism?

- Describe how the proposed project will enhance long-term heritage tourism in the community and help preserve their historic resources and cultural assets.

- Describe how the project meets the goals of the local or statewide preservation plan, heritage tourism plan, or other plans that address heritage tourism and cultural resources.

● How will this project ensure continued economic viability and preservation?

● How will your project promote and preserve the community's cultural resources?

● How will this project involve public-private partnerships and serve as models to communities nationwide for heritage tourism, education, and economic development?

C. PLAN OF WORK (25%):

Target Audience and Market Research

- Who is your target market and audience?

- Why did you choose this market?

- What research supports your interest in this market?

Marketing Message and Program

- What is your message that will cut through the clutter and encourage action?

- What resources do you have and need to reach the target market?

- What is your marketing plan to reach the target market?

• Is the marketing plan detailed, with specific time lines?

• Does the program support statewide Heritage, Cultural and History initiatives?

D. GOALS AND EXPECTED RESULTS (25%):

Effectiveness of Program

• List your objectives, desired outcomes, and demonstrate how you will effectively make a positive economic impact.

- State your targets and provide established realistic baseline numbers for new programs.

- How will you know if you have reached your target audience?

- What reporting mechanisms are in place to provide MDA/Tourism with the effectiveness and success of the project?

- Provide a sustainability plan to continue the program after the requested funding cycle.

- Is there a plan for implementing the program if requested funding is not fully awarded?

E. BUDGET (10%):
The following items must be presented for consideration:

- Total Project Budget

• Advertising/Promotion Budget

• Local Funds Provided

• All Other Funding Sources (detailed list of Other Funding Sources is required and must be documented in application)

Records to be Maintained

The records should include:

- Evidence of broad-based community support for the project, both philosophical and financial must be presented. All collaborative partners must be identified along with their level of support and participation.
- Evidence that funds from private, local government, and/or federal sources have been irrevocably dedicated to the project in an amount that is not less than twenty percent (20%).
- Evidence of demonstrated need. Applicant must show that the project has been designed to provide financial support for activities after all other sources of assistance have been exhausted.
- Evidence confirming that the applicant organization is an established Regional Tourism Organization and/or local Tourism office.
- A Plan of Work that includes a budget for marketing the project.

Evaluation of Proposals:

The selection process will be carried out by a four member committee of two tourism industry representatives and two MDA staff persons in December 2010. Final approval of grants is made by the MDA Executive Director. All projects for consideration must be submitted to the MDA/Tourism Division by November 15, 2010 no later than 5:00 p.m. Applicants will be required to submit FIVE copies of their proposal (Depending upon project, duplication of support materials may be waived).

There will be a maximum grant request of \$50,000 per entity. MDA reserves the right to adjust the amount of the request. This adjustment will be based on verification of reasonable cost, need, and availability of Mississippi Heritage, History and Culture Tourism Funds.

All grant recipients will be notified in writing of the eligibility of their submitted project by December 15, 2010.

**Return to: Mississippi Development Authority/Tourism Division
Mississippi Heritage, History and Culture Tourism Fund
Mississippi Development Authority
Post Office Box 849
Jackson, Mississippi 39205-0849**