



FY26 Coastal Mississippi Cultural Events Grant Application

For events in Hancock, Harrison, and Jackson Counties taking place from October 1, 2025, to September 30, 2026.

The grant's purpose is to assist with the marketing and production of established events, growing attendance, enhancing the visitor experience, and promoting Coastal Mississippi as a premier year-round leisure destination—ultimately increasing overnight visitation and regional economic impact.

APPLICATION INSTRUCTIONS

To apply for the FY26 Coastal Mississippi Cultural Events Grant, please follow the instructions below carefully. Incomplete applications will not be considered.

Step 1: Complete the Application in Full

- All required fields must be filled out completely.

Step 2: Prepare Supporting Documentation

Include the following with your application:

- A detailed marketing plan if grant funds will be used for marketing. Advertising must be placed outside the Coastal Mississippi DMA.
- Production plan includes contracts with any vendors, if applicable.
- Contracts or agreements with lodging partners.
- Images and supplementary documentation that will help demonstrate how the grant funds will be used to drive overnight visitation.

Step 3: Combine All Materials

- Combine your completed application and all supporting documents into a **single PDF document**.

Instructions on how to combine files can be found here: [Merge multiple PDF documents, images & files | Adobe Acrobat](#)

Step 4: Submit Your Application

- Email your completed application packet to: kendra@coastalmississippi.com
- Applications must be submitted **no later than August 1, 2025**.
- Subject line should read: **FY26 Cultural Events Grant Application – [Your Event Name]**.

Additional Notes:

- Only one application may be submitted per fiscal year.
- Awards will be determined based on merit, as evaluated through Coastal Mississippi's scoring guidelines.
- If awarded, funds will be distributed **30 days before the event date**, but not before **October 1, 2025**.
- If your event does not qualify for the Cultural Events Grant, it may be considered for the Community Grant or the Marketing & PR Grant.

If you have questions during the application process, please contact Coastal Mississippi's Director of Marketing via email at kendra@coastalmississippi.com.

Eligibility Checklist

- ☐ Event takes place in Coastal Mississippi (Hancock, Harrison, or Jackson Counties).
- ☐ Event attendance is greater than 1,000 and has proof of two (2) prior years attendance.
- ☐ Event is a music festival, food and beverage festival, cultural celebration, or sporting event.
- ☐ Event is not a start-up or a recurring seasonal event.
- ☐ Applicant is a direct representative of the event (not a vendor).
- ☐ Event will occur between Oct 1, 2025 - Sept 30, 2026.
- ☐ Applicant has not submitted another FY26 Cultural Events Grant application.
- ☐ Event is at least two (2) consecutive eight (8) hour days.

1 APPLICANT OVERVIEW

Organization Name: _____

Primary Contact Name, Title/Role: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

City, State Zip: _____

County: _____

2 FUNDING REQUEST

Amount Requested: _____

Maximum amount \$10,000

3 EVENT OVERVIEW

Event Name: _____

Event Dates: _____

Event Location (Venue + City): _____

Expected Attendance: *Must be over 1,000*

Expected Room Night Generation: _____

Lodging Partner: _____

1. _____

2. _____

3. _____

Event Website: _____

Event Social Media Links: _____

Facebook: _____

Instagram: _____

TikTok: _____

Other: _____

Event Description: _____

4 EVENT HISTORY

Is this event established (not a start-up)? ☐ Yes ☐ No

How many years has this event been held?

What was the attendance for each previous 3 years?

Was this event previously funded by Coastal Mississippi? ☐ Yes ☐ No

If yes, please list the years:

5 REQUIRED DOCUMENT

Attach the required documentation:

☐ Marketing plan – required if funds will be used for paid advertising

☐ Production Plan – required if funds will be used for equipment

☐ Lodging Agreement - required

6 CERTIFICATION

By submitting this application, I certify:

- That I am the official event representative.
- The information provided is true and complete.
- I understand that submitting an application does not guarantee funding.
- I agree to return any distributed funds if the event is canceled.

Applicant's Signature: _____

Date: _____