

Launched in 2017, the Signature Events Grant Program is designed to provide financial support for events that serve both the residents of Jackson, Harrison, and Hancock Counties and the visitors who travel to the Coastal Mississippi area for the sense of authenticity and welcoming spirit that the destination exudes.

SOURCE OF FUNDING:

- The Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi (herein "Coastal Mississippi Tourism"), sales and marketing programs are funded by lodging tax, which is governed by Mississippi law. Coastal Mississippi Tourism revenue is earned through advertising sales and lodging reservations booked and actualized room nights. (Coastal Mississippi Tourism awarded federal and state grant dollars are strictly prohibited by law from any sub-award and are not included in any support.)
- Available grants for Festivals & Cultural events range from \$2,500 to \$10,000+. The number of grants is limited by available funds and Commission approval.
- Festivals or Cultural Events must occur between October 1, 2023, and September 30, 2024.
- Applicant organization receiving grant funding must be the responsible party for all expenditures—no exceptions.

Please provide the following:

- W-9, including Tax ID number
- 501(c) 3 status, if applicable

Awarded funds are ineligible to be transferred from one organization to another.

ELIGIBILITY:

- Activity should attract overnight visitation. Priority will be given to festivals or events held in a concentrated time period (multiple days) and/or multiple weekends.
- Priority given to events that create regional partnerships/collaborations.
- Dates must be confirmed, and proof is required.
- Limited to 2 applications annually by organization.

FUND CATEGORY:

Category 1	Provides up to \$2,500 to \$5,000
Category 2	Provides up to \$10,000
Category 3	Signature Events: \$10,001+ must generate and prove a minimum 1500 room night lodging pick up, 5 years minimum in operation, and will be considered by Commission review annually.

If Coastal Mississippi Tourism agrees to fund, 75% of funding will be made no sooner than 60 days prior to the event and 25% of funding will be made after three out of five of the below data sets are submitted:

- Confirmed Lodging Rooms Utilized
- Attendance Numbers
- Participant Numbers
- Event/Festival zip code or origin reports
- Marketing/Advertising/Digital summary

All funded projects are required to display the ***Coastal Mississippi Tourism Logo*** in all marketing, advertisements, and promotions. Radio advertisements must use the phrase *“This project is partially funded by a grant through Coastal Mississippi Tourism”* or similar recognition approved by Coastal Mississippi Tourism Marketing Director.

If the project changes during the development stages, a letter must be submitted to Coastal Mississippi Tourism for approval before modification.

Qualified list of fund uses:

- Media Placement and production (Print, Online, Outdoor, Broadcast, and Radio)
- Public relations/Media Communications
- Strategic planning and Research
- Equipment purchases or rentals (stages, trailer stages, flat beds, portable restrooms, lighting, venue rental, etc.)
- Musician/Speaker fees
- Security

Non- eligible uses include but are not limited to:

- Agency commissions, consulting fees
- Items for resale
- Lobbying/Advocacy
- Expos (For profit trade shows)
- Salaries
- Infrastructure
- Construction
- Expenses incurred prior to the award letter
- Theatre Productions
- Community Events held in Casinos
- Civic Events/Local
- Operational Costs – salaries, utilities, clean up/trash, and other administrative costs

Complete application for consideration.