

## **Columbus-Lowndes Convention and Visitors Bureau Special Events Marketing Grant Program Guidelines Fiscal Year 2017-2018 and 2018-2019**

The **Columbus-Lowndes Convention and Visitors Bureau (CVB)** supports, through its **Quality of Life Event Advertising/Promotion Grant Program**, projects and events that heighten the quality of life locally and attract and enhance visitors' experiences while they are guests in our city and county. We seek, through our grant program, to encourage the development and support of special events to generate, enhance, and increase tourism.

These funds are allocated funds from the annual budget for special event marketing for groups and organizations that coordinate events in Columbus and Lowndes County with a demonstrated history of/or significant potential for attracting visitors to Columbus and Lowndes County and encouraging usage of restaurants and hotel rooms.

- **PROGRAM GOAL:**

The goal of this program is to help fund the promotion of attractions, special events, and festivals that attract visitors to Columbus and Lowndes County to overnight in our hotels.

- **WHO IS ELIGIBLE TO APPLY FOR FUNDING:**

Any organization which is established as a 501(c)3 with the primary goal to produce attractions, cultural programs, festivals or special events, that utilizes private sector community financial support and volunteers is eligible. Additionally, any paid staff they have may help to carry out the objectives of the organization. The event must be held between the dates of October 1, 2017, and September 30, 2018, for the 2017-2018 CVB Fiscal Year, or between October 1, 2018, and September 30, 2019, for the 2018-2019 CVB Fiscal Year.



- **REQUIREMENTS FOR APPROVED FUNDING:**

The organization receiving funding must recognize the CCVB by including the CVB logo and the following statement on broadcasts or printed materials: “**Supported by the Columbus Convention and Visitors Bureau**” or “**Supported by Visit Columbus.**” A logo will be supplied for all printed ads and brochures.

Those items eligible for funding include: magazine, billboard, newspaper, radio and television ads, printing, and flyer production.

**Canceled checks only and receipts are required. Cash payments are not acceptable.**

- **APPROVED FUNDING:**

- Fifty percent (50%) approved funding will be awarded upfront in appropriate fiscal year.
- Fifty percent (50%) remaining funding or available approved funds will be awarded based on the project clearance report, receipts, and all backup documents.

- **INELIGIBLE FOR MARKETING GRANT FUNDING:**

- One (1) day events, concerts, or festivals
- Salaries, bonuses, or personnel expenses (travel, hotel rooms, or meals)
- Operating/administrative expenses or rental expense
- Any advertising placed after an event
- Postage
- Advertising placed without the Columbus Convention & Visitors Bureau (Visit Columbus) logo
- Charitable donations
- Building or structural expenses or rental of space or equipment
- Cash prizes or awards
- Convention and Sporting events



- **APPLICATION:**

Participants may submit only one application per project or event. If you request assistance for a separate project or event, please complete a separate application.

- **DEADLINE FOR COMPLETION OF PROJECT:**

All **Project Clearance Reports** must be completed within 90 days of the event.

- **HOW TO REQUEST FUNDS:**

All **Grant Applications** for Quality of Life Event Advertising/Promotion and the **Line Item Budget** for each event must be submitted on CVB forms. Following the event, the **Project Clearance Report** and **Line Item Budget**, with all supporting backup documents, must be submitted on CVB forms. These forms are available from the CVB website homepage ([www.visitcolumbusms.org](http://www.visitcolumbusms.org)), within the GRANT PROGRAM section.

All Applications should be sent to the:

**Columbus-Lowndes Convention and Visitors Bureau**  
**Attn: Grant Program**  
**P.O. Box 789**  
**Columbus, MS 39703**

- **COMPLETED**, signed and fully documented applications **must be received** by the **1<sup>st</sup> of the month** to have a project or event considered for funding during that month's upcoming CVB Board of Directors meeting. The CVB Board meets the third Monday of each month, and CVB Board meetings are open to the public.

Please print your forms from the website link ([www.visitcolumbusms.org](http://www.visitcolumbusms.org)). Forms are also available from the Columbus/Lowndes Convention and Visitors Bureau office, 117 Third Street South in Columbus.

