

**Holly Springs Tourism and Recreation Bureau
Promotional Assistance Grant Program**

Application Acceptance for Fiscal Year 2021

November 15, 2020 thru December 15, 2020

Deadline December 15, 2020

(for projects/events taking place January 1, 2021 – December 31, 2021)

Overview/Mission Statement:

The mission/goal of the Holly Springs Tourism and Recreation Bureau's Promotional Assistance Grant program is to enhance the tourism promotion efforts of the City of Holly Springs by supporting and helping a project/activity/event in Holly Springs become established and self-sustaining. The event should draw visitors (business travelers, vacationers, conventioners, etc.) from outside Holly Springs (preferably over 50 to 100 miles unless the Board approves less than 50 miles with qualification of sufficient overnight stays generated and restaurant visits) and/or will entice tourists to visit our attractions, spend the night in Holly Springs motels/bed & breakfasts and eat in Holly Springs restaurants.

Award Amounts:

Promotional Assistance Grants range from \$250 to \$1000 and require a dollar-for-dollar cash match. (The Board of Directors may have consideration for larger amounts based on qualifications)

NOTE: It is the opinion of the Board of Directors of the Holly Springs Tourism and Recreation Bureau that a project should be self-sustaining or become self-sustaining within FIVE years and request for funding will be limited (for example if this office has funded a brochure for your organization for five years we may not continue to award grant funding for that use).

Eligibility Requirements:

Eligible applicants for funding include any organization whose primary objective is promoting the Tourism industry in general and Holly Springs in particular, to visitors generating overnight stay and economic stimulus to the city. Grant monies are tax generated funds; thus, the state of Mississippi Division of Tourism requirement/guidelines indicate that priority will be given to an organization that is a not-for-profit as defined by IRS regulations.

Applicants must be classified in one of the following categories:

- 1) Attraction/Public use facility:
(Museums, historical houses, auditorium, stadiums, etc. ;)
Applicants not representing a specific venue must apply directly through the facility at which the event is held.
- 2) Organizations/Associations that have a primary objective of promoting Tourism in Holly Springs.

Your organization is to maintain accurate financial records on the receipts and use of these funds. They must be kept ready for inspection by the Tourism Bureau, the City, the State Auditor's Office or other authorized agency for a period of not less than three years. Items to be kept include solicitations, bids, invoices, receipts, canceled checks, ledgers and any other accounting records of like kind for specified period of time.

If funding is approved, the current Holly Springs Tourism and Recreation Bureau logo and/or the verbiage, "Partially funded by the Holly Springs Tourism and Recreation Bureau" must be on all

print material, advertising and media. Your organization's funding eligibility may be revoked, or a refund required if there is failure to adhere to application process and/or funding guidelines.

Application/Review Process

1. Applications must be completely and thoroughly filled out. Insufficient information could affect funding. Please utilize the attached checklist to assist you with completing your application. Please submit 10 copies of completed application.
2. You may request to be placed on the agenda to speak on behalf of your organization/event during a public address to the Board of Directors; requests should be made at the time your application is submitted. (Requests at any time later will be on a first come -first serve basis; time permitting.) Please note that you are allowed 5 minutes to make your presentation/request.
3. Promotional Assistance Grants are reviewed in-house by the Holly Springs Tourism Board of Directors for eligibility and final decision on funding. Promotional Assistance Grants are processed within the deadline month and applicants are normally notified 30 days after the application is submitted. ***Disbursements will be issued via check after submission and approval of the event's final report.***
4. The grantee will be held accountable for all monies awarded and for submitting documentation verifying all expenditures. Awarded funds may only be used for eligible items as noted below in the section marked "Eligible use of funds". If disregarded by grantee, awards may be deemed ineligible and the grantee held responsible for reimbursing some or all the awarded funds to Holly Springs Tourism and Recreation Bureau.
5. The grantee must submit the final report to Holly Springs Tourism and Recreation Bureau within 45 days of the conclusion of the event. The final report should include a survey results report acknowledging the following: number of Motorcoach tours, total attendance, number of overnight stays, activities, speakers, etc. Also included should be digital photographs (if applicable), at least one copy of print advertisement, and/or other print materials produced using grant funding. Failure to submit a final report will result in the grantee not receiving the remaining balance of the award and may warrant reimbursement of initial funding.

Eligible Use of Funds:

1. *Advertising through mass media, including newspapers, magazines, radio, television and billboards; all placements must be in markets fifty (50) to one hundred (100) miles radius or more of Holly Springs. These placements of advertising within one hundred (100) miles radius should demonstrate potential for generating overnight stay in Holly Springs.*
2. *Direct mail to targeted audiences associated with your event/attraction.*
3. *Production of printed material, e.g., brochures and inserts, maps, banners and display boards which will be used for advertising your event/attraction.*

Ineligible Use of Funds:

1. *Construction, maintenance, repair, studies, and operations of building related facilities or site operations.*
2. *Administrative or salary purpose for any organization within Holly Springs including travel, meal, lodging, and salaries for personnel and volunteers.*
3. *Purchase of items and materials not specifically designed to attract visitors to Holly Springs.*
4. *Anything not listed as eligible.*
5. *Anything in Violation of the law.*

All questions regarding the **Promotional Assistance Grant Program**, should be directed to the Holly Springs Tourism & Recreation Bureau at 662-252-2515 or email tyrisha@visithollysprings.com.

Promotional Assistance Grant Program Application

General Information

Name of Applicant Organization: _____

Mailing Address: _____

Contact Name: _____ Signature: _____

Telephone Number: _____ Fax: _____

Email: _____

Event Title: _____

Date(s) of the Event _____

Event Planning begins _____ Event Completion date _____
Month/Year Month/Year

Tourism Grant Funds Requested \$ _____

Local Funds Provided \$ _____

All Other Funding Sources \$ _____

Total Event Budget \$ _____

Did your organization receive grant funds from the HSTRB last year? Yes No

If yes, total amount received: \$ _____

Date organization/event established: _____

Event Description

Please provide a brief description of the tourism event (include location and primary activities)
75-word maximum:

Projected Economic Impact

Number of estimated attendees for your event: _____

What benefits will this event offer the Holly Springs community?

How do you plan to survey/evaluate the visitors for this event?

Where do you project your visitors will stay?

Lodging Type	Facility Name, Phone &Address	Number of Rooms	Number of Nights
Hotel			
Hotel			
Bed and Breakfast/Inns			
Cottage(s)			
Camp Ground			
RV			
Other			

Marketing Plan
Anticipated Media Breakout Form

Specifically outline each publication, size of ad, actual ad cost, target audience and type of marketing for your project to be used. Use additional sheets if necessary.

Publication/Media Outlet (Radio, TV, Newspaper, Magazine, Internet)	Size of Ad	Cost	Target Audience	Type of Marketing (Print/Social Media)

We realize that media placement plans, and associated costs may change however, knowing your anticipated media plan will assist us in better evaluating your grant application.

All information supplied for this application is true and correct. I understand the Promotional Assistance Grant Program guidelines, and I will be responsible for the organizations/event’s compliance therein.

 Event Coordinator/Director’s Signature

 Date

Check List

Before submitting your application/ request, make sure you have included the following items:

Please return pages 3-5 only (10 copies)

- General Information.
- Form 990
- Budget Itemization
- Event Description
- Economic Impact/ Marketing Plan
- (1) Original copy and (9) copies of your application
- Application signed

Please note if you have an incomplete application packet your application will not be accepted or reviewed.

Should you have any questions regarding the guidelines or procedures, please contact our office at 888-687-4765/662-252-2515. Our office hours are 8a.m. to 5p.m. Monday through Friday. If you wish to mail your application, please send it to Attn: Grant Application Submission 195 East Van Dorn Avenue, Holly Springs, MS, 38635.

Thank you for your cooperation.

Holly Springs Tourism & Recreation Bureau
Tyrisha Battle, Executive Director

Project Clearance Report
Holly Springs Tourism and Recreation Bureau
Promotional Assistance Grant Program

The Project Clearance Report should be submitted within 45-days of project completion at the following address:

Promotional Assistance Grant Program
Holly Springs Tourism
195 East Van Dorn Avenue
Holly Springs, MS 38635

Identify the Award Recipient Organization:

Project Name: _____

Project Award Date: _____

Project Completion Date: _____

Total Project Cost \$ _____

Award Amount \$ _____

Is the Holly Springs Tourism Bureau's logo and or grant phrase included in project? (*"This project is partially funded by Holly Springs Tourism and Recreation Bureau"*)

What was, your annual visitor counts to your area? _____

How many hotel room nights were booked as a result of your event? _____
(You must attach documentation as proof of this number)

What was the number of Motorcoach tours? _____

Name of person completing this report. _____

Date of Report: _____

Briefly give a description of your event and how the grant funds were used.

Briefly explain how your event economically affected the city of Holly Springs, as well as projected a positive image in the Tourism industry.

Please describe any other cultural, educational, and/or entertainment opportunities that were stimulated or developed as a result of this grant award.

Final Report Inclusions

The following items must be included in the final report submitted to the Holly Springs Tourism and Recreation Bureau in order to receive payment:

- (1) Completed final report
- (2) Supporting documentation listing the names, addresses, and/or emails of attendees.
- (3) Supporting documentation from Holly Springs hotels/cottages/B&B's showing the number of room nights generated from your event.
- (4) One original advertisement/tear sheet, brochure, and/ or online materials promoting your event and exhibiting the HSTRB logo.
- (5) A copy of invoices canceled checks showing payment for items that were approved by the Promotional Assistance Grants Program (items listed on the original application).
- (6) Signature of the Event Coordinator/Director verifying the event's completion and all information in this final report is accurate.