



Greenville Washington County Convention and Visitors Bureau
www.visitgreenville.org

Event Grant Program Guidelines

Purpose and Goal

The purpose of the GWCCVB Grant Program is to support, foster, and promotes events or projects that attract visitors from outside Washington County to use county hotels, restaurants and businesses.

The goal of this program is to assist tourism events to become established and self-supporting. Funding for subsequent years will be reduced and will dissolve after the third year. The GWCCVB reserves the right to fund a project as a Legacy Grant (sustaining grant) if the project is deemed to have significant impact on Greenville and Washington County.

Procedures for Applicants

- Event organizer must submit a Grant Application to the GWCCVB Director by the deadline on July 31st.
- Applicants must submit a detailed line-item budget with application in order to be considered.
 - Failure to submit a budget with application will result in delayed or denied consideration.
- Grant will not exceed 25% of total amount of event budget.
- Applicants must target attendees OUTSIDE of Washington County.
 - Goal is to have at least 50% attendees from outside our county.
- Event Grant Summary Form must be submitted to GWCCVB ten (10) days following the conclusion of event.
 - Failure to do so may hinder additional grants.
- All applicants will be notified with a final decision by August 31st.

Procedure for Event Grant Recipients

- All invoices must be sent directly to the GWCCVB for payment. No funds will be sent directly to an organization or individual unless verified and approved the Executive Director.
- All invoices must be submitted within 90 days of the event.
- Any advertising that is paid for by the GWCCVB must include our logo (such as; television, website, push cards, flyers, t-shirts, posters, etc.) or mention the GWCCVB as a sponsor (radio). Any advertising per radio or television media must provide an affidavit of run time schedule to the GWCCVB. It is the responsibility of the applicant to inform these providers of our policy.
- The GWCCVB will pay only up to the authorized amount of the grant and is not responsible for payment over the amount of the grant.
 - Funds approved for an event must be spent on the purpose stated on the Grant Application. Any deviation from the purpose stated must be approval by the Executive Director.
 - Any unspent grant funds will revert back into the GWCCVB grant budget.



Convention & Visitors Bureau

First Time Applicant Budget _____
Repeat Applicant _____
Budget Attached _____
Event Grant Summary _____

Greenville Washington County Convention and Visitors Bureau
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Event Grant Application

Events held from Oct 2017 to Sept 2018

1. Event Name _____

2. Event Organizer or Contact Name _____

Title _____

Company _____

Address _____

City, State, Zip _____

Email & Phone _____

3. Event Dates & Times _____

4. Event Location(s) _____

5. Event Description _____

6. Is event open to the public or specifically for a targeted group (such as an organization, company, sports group, school or family group, etc.)? _____

Number of attendees expected? _____

Number of attendees expected outside of Washington County? _____

Explain basis for your estimate (registration forms, size of organization, previous events, etc.)

7. Name of Host Hotel(s) _____

Estimated number of rooms to be used _____

8. Outline your Marketing Plan (How will you attract attendees outside of Washington County to your event? Include methods such as TV, Radio, Print, Billboards, Brochures, Invitations, etc.)

9. List hospitality services and businesses your group will be using such as caterers, buses, restaurants, room/building rentals, limousines, casinos, Walnut Street establishments, musicians, etc.

10. Total amount of budget \$ _____
Total amount collected from registration fees, ticket sales, corporate sponsors, or other sources _____
Detailed line-item budget is attached Yes ____ No ____

11. Amount of Grant requested from GWCCVB \$ _____
Itemize how you will use grant money below

All information supplied for this application is true and correct. I understand the Greenville Washington County Convention and Visitors Bureau Grant Program Guidelines and will be responsible for the event's compliance therein.

Event Organizer's Signature _____ Date _____

Please return completed (1) Event Grant Application Form and (2) a detailed line-item Budget to:

GWCCVB
Wesley D. Smith
216 S. Walnut Street
Greenville, MS 38701
662-334-2711 Office • 662.334.2708 Fax
grantrequest@thedelta.org



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Event Grant Summary Form

(Please return this completed sheet 10 days after your event)

1. Event Name _____

2. Event Organizer Name _____

3. Event Organizer Contact Phone number _____

Email and Address _____

4. Event Date(s) _____

5. Number attended _____

Number attended from outside of Washington County _____

Please describe the method used to calculate attendance such as registration forms, ticket sales, newspaper article describing crowd, private group, etc. If a private group was utilized to collect data through surveys and other methods include their information.

5. List Host Hotel(s) used _____

Number of Rooms used for your event _____

6. List other hospitality services used during your event such as restaurants, caterers, room rentals, bus and limousine rentals, Casinos, Walnut Street establishments, taxis, musicians, etc.

7. Evaluate the success of your event based on its impact on tourism and the community.

8. Did you get feedback from your group about our town or service? If yes, please share _____

9. FOR OFFICE USE ONLY _____

The Greenville Washington County Convention and Visitors Bureau seeks applicants for event grants

The **purpose** of the Greenville Washington County Convention & Visitors Bureau Grant Program is to support, foster, promote events, and projects that attract visitors from outside Washington County to use county hotels, restaurants and businesses.

The **goal** of this program is to assist tourism events to become established and self-supporting.

- Grant applications will be accepted starting now until the deadline **July 31st**, for event projects that will occur October 2017 through December 2018. Any applications submitted after the deadline will not be considered.
- Any applicants that received funds in the last grant cycle that have not completed their Event Grant Summary Form as required will not be considered in this grant cycle.
- The grant application may be picked up at the Greenville Washington County Convention & Visitors Bureau office located at 216 South Walnut Street or downloaded from the GWCCVB website at www.visitgreenville.org (grantrequest@thedelta.org)



Convention & Visitors Bureau

www.visitgreenville.org

1.800.467.3582 or 662.334.2711