



Greenville Washington County Convention and Visitors Bureau  
[www.visitgreenville.org](http://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 31<sup>st</sup>.
- 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 31<sup>st</sup>.

### **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  
www.visitgreenville.org

### Event Grant Application

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.)

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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.

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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

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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.

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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](mailto: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 \_\_\_\_\_

\_\_\_\_\_