



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

Event Grant Program Guidelines

Purpose and Goal

The purposes of the GWCCVB Grant Program is to support, foster, and promote 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. The Greenville/Washington County Convention & Visitors Bureau (Board) reserves the right to fund or not fund a project. No current CVB Board member, if part of a group producing a festival or an event, may submit an application on behalf of the event, nor can they vote on a grant for that event.

Procedures for Applicants

- Event organizers must submit a Sponsorship Grant Application to the GWCCVB Director by the deadline on July 31st. *****Failure to submit an application by the deadline date will result as declined*****
- Applicants must submit a detailed line-item budget with application in order to be considered. *****Failure to submit a budget attached with the application will be denied.***
- Grant will not exceed 25% of total amount of event budget.
- Applicants must target attendees OUTSIDE of Washington County. The goal is to have at least 50% attendees from outside of our county.
- The Event Grant Summary Form is required to be submitted to GWCCVB at the conclusion of the event. Failure to submit this form will prohibit any future requests for funding.
- **All applicants will be notified via email and or/phone after a final decision has been made by the Committee before October 1st.**

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 _____

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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.
-
-
-
10. Total amount of budget \$ _____
Total amount collected from registration fees, ticket sales, corporate sponsors, or
Other sources _____
{Budget must show less than 25% dependence on sponsorship from the CVB}
*** Detailed line-item budget must be attached***
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 (1) Completed Event Grant Application Form, (2) A detailed line-item Budget, and (3) A Completed Event Grant Summary Form of last event {for repeat applicants}

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Event Grant Summary Form

(Please complete and return this form 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 _____
