

Pontotoc County Tourism

Guidelines for Funding

Purpose:

The purpose of Pontotoc County Tourism funding is to provide financial assistance for the promotion of events that advertise and market Pontotoc County and its attractions outside of the area.

Eligibility Guidelines for Funding:

- Events eligible to receive funds through the lodging tax administered by Pontotoc County Tourism funds) are limited to events that create tourism and economic activity for Pontotoc County. As this is a limited fund, PCTA will consider events. It will be at the sole discretion of the Pontotoc County Board of Commissioners which events to fund and the amount that will be awarded.
- PCTA funding is available for **out-of-area advertising only**. Funds are only to be used to advertise outside of the Pontotoc County area. All on-air advertising must include the tagline "sponsored in part by Pontotoc County Tourism Association." All print advertising must include PCTA's logo, name, and Web site.
- All applicants receiving funding will report to the Pontotoc County Board of Commissioners within 60 days after the event. This report will include an itemized profit/loss statement and the approximate number of participants and/visitors, with the number of non-local residents when possible. Please include a narrative describing the actual event and future plans. Any applicant failing to meet this requirement will be ineligible for advertising reimbursement while jeopardizing eligibility for future funding.
- All funding will be on a **reimbursement basis only** and will be refunded at the discretion of the Pontotoc County Board of Commissioners. **Bills should not be sent directly to the Pontotoc County Board of Commissioners.**
- Letters of support for funding your event are encouraged. Copies of any letters of support should be attached to the application.



Application Requirements:

- All areas of the following application must be completed.
- Applications must be legible. Applications may be typed but must not be altered from the original application provided.
- Clear details and a complete budget for all events and projects must be included.
- Samples of the ads, fliers, brochures, etc. the funds would be used for must be included.
- Letters of support are encouraged.
- Applicants are required to give an oral presentation to the BOCC.
- Applications that do not meet the outlined requirements will not be considered for funding.

Funding Review and Decisions:

Requests for PCTA event funding will be judged on the following criteria:

- The type of markets identified and appropriate for Pontotoc County.
- The ability of the event to generate overnight stays at Pontotoc County lodging facilities.
- The ability of the event to encourage out-of-town visitors.
- The amount of economic impact generated by attendance.
- The amount of outside funding being used to leverage PCTA funding (diverse funding sources).
- The number of partners, organizations, and/or sponsors involved in the event.

All applications for funding will be reviewed and approved by the Pontotoc County Board of Commissioners. The Pontotoc County Board of Commissioners reserves the right to fund all or portions of selected applications, based on the extent of available funds. It is the desire of the Pontotoc County Board of Commissioners that events seeking funds allow ample time for advertising to draw out-of-area visitors to Pontotoc County.



Pontotoc County Tourism
Event Funding Application

Application Information:

Event Name: _____

Event Date: _____

Responsible Organization: _____

Contact Person: _____

Mailing Address: _____
City State Zip

Phone : (_____) _____

Email: _____



Total Event Budget: \$_____

Amount of Tourism Funding Requested: \$_____

Event Description:

1. This event is: for profit ☐ non-profit ☐

If non-profit, what is the primary purpose of this project/event?

2. Is this a new, first-time event? Yes _____ No _____

3. If this is a one-day event, does it have the potential to grow into a multiple-day event? Explain how.

4. Name of hotel(s) you will be using: _____

How many rooms have been reserved: _____ Nights: _____ Days: _____

5. Estimated economic impact on Pontotoc County (lodging, meals, participant, and/or spectator retail spending, and other contributions to Pontotoc). Please provide supporting information.



6. Estimated proceeds for your organization: \$ _____

7. Please list the top (3) advertisers you will be using:

1) _____

2) _____

3) _____

8. Provide a clear and complete description of the event you are seeking funding. Include information regarding any existing statistics, and/or history of the event, event schedule, and location(s) of the event. If you are adding a new component to your event or expanding the number of days, please explain.

9. Are there partnering organizations, service groups, and/or volunteers in this event? Please list and give a brief explanation of their involvement.

