

June 29, 2020

FINAL

**NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)  
Tourism Economic Recovery Stimulus Program 2020**

**INTRODUCTION**

The purpose of the Natchez Convention Promotion Commission's **Tourism Economic Recovery Stimulus Program** is to help stimulate the local economy by supporting businesses, organizations, and/or individuals in planning and executing COVID-19 compliant events and programs through the creation of a special fund. This fund is established to provide financial aid for event development and/or marketing assistance for events and programs that help support our local tourism partners and community, exhibit positive tourism potential, and generate positive awareness of Natchez as a desirable destination. These funds are generated by tourism taxes on Natchez hotels/motels and restaurants. Please be advised that **Tourism Economic Recovery Stimulus Program** funds will be granted according to the guidelines below, on a first-come, first-served basis, and is dependent upon the NCPC's ability to fund the program.

Please review carefully.

**TYPES OF FUNDING**

Event Development

If approved, funds to be provided to assist the creation of events that are COVID-19 compliant and support local businesses.

Marketing assistance

If approved, funds to be provided to organization to be used by organization in their marketing efforts according to the guidelines found herein.

Marketing by NCPC/Visit Natchez

Funds not provided to the organization, but NCPC/Visit Natchez will market and promote the event.

These efforts may include traditional media, social and digital advertising, etc. and will be at the sole discretion of the NCPC/Visit Natchez.

**FUNDING CRITERIA:** In awarding **Tourism Economic Recovery Stimulus Program** funds, greatest consideration will be given to projects, programs, and events (hereinafter referred to as "events") based on the following primary criteria:

- Ability to make a significant positive economic impact on Natchez.
- Ability to be COVID-19 compliant.
- Events that are planned with community partners to maximize the return on investment for a significant economic impact to Natchez with socio-economic diversity.
- Preference will be given to events that carry event insurance to compensate for any lost revenue due to cancellation.

**ELIGIBILITY:** Eligible events are those that do not give political gain to any organizations, or personal or political gain to an individual, or those that have already been completed. Events must take place on or before December 31, 2020, subject to change.

**APPLICATION:** The applicant organization must complete and submit a **Tourism Economic Recovery Stimulus Program Application** which includes a description of how funds will be utilized, an event budget, event schedule, marketing plan, and recognition plan. Events with corporate sponsors must disclose those sponsors in order to be considered. The NCPC reserves the right to exclude any sponsors from its paid advertising.

*Only completed applications will be considered for funding.*

**USAGE OF FUNDS:**

All marketing materials that are contingent upon NCPC funding must be submitted with final report.

**Eligible:**

- Advertising (newspapers, magazines, radio, television, billboards, digital marketing, direct mail)
- Collateral (brochures, rack cards, posters)
- Public Relations (press conference, press releases)
- Other

**Ineligible:**

- Construction, maintenance, repair
- Studies, surveys
- Operations
- Administrative

**AWARD PROCESS:**

Funding decisions will be made by the NCPC.

Funding is contingent upon the event reasonably occurring as proposed on or before December 31, 2020. The applicant must notify the NCPC if significant changes are expected that would impact the event as proposed.

The NCPC may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application, or which do not reasonably occur within the proposed dates.

In the event that a funded event does not occur, the organization will return all funds to the NCPC.

Applicants will be notified of the status of the request via mail or email.

**FINANCIAL REPORTING:**

A financial report with proper documentation must be submitted to the NCPC no later than 60 days after the event unless prior arrangements are made. Failure to file the proper financial report will disqualify you and your organization from future funding.

**ADDITIONAL REQUIREMENTS FOR FUNDED EVENTS:**

The NCPC must be reasonably recognized as a sponsor commensurate with the level of the award, in the event's advertising or promotional material and must include the Visit Natchez logo without alteration. We also request that wording be included, in particular with radio and/or TV, "this event is funded in part by Visit Natchez".

**DISCLAIMER**

Within the limits allowed by law, the Natchez Convention Promotion Commission reserves the right to amend, modify or cancel the **Tourism Economic Recovery Stimulus Program**, as well as any or all of the various policies, rules, and procedures outlined in it.