



COASTAL MISSISSIPPI TOURISM EVENT IMPACT GRANT

FY27 APPLICATION *Packet*

This packet contains three documents, in the order listed below:

- 1. Grant Application**
- 2. Expense Breakout Forms (Media and Equipment)**
- 3. Grant Submission Checklist**

APPLICATION DEADLINE: AUGUST 15, 2026, BY 5:00 PM CT

Complete all sections in every document. Incomplete applications will not be considered. No exceptions.

coastalmississippi.com/grants

This PDF contains fillable form fields. Click into any field to enter information.

GRANT APPLICATION

FY27 | Application Deadline: August 15, 2026 by 5:00 PM CT

Complete all sections. Incomplete applications will not be considered. The applicant organization receiving grant funding must be the responsible party for all expenditures. No exceptions.

SECTION 1: APPLICANT ORGANIZATION

Legal name of organization

DBA (if applicable)

Federal EIN

Mailing address

City, State, ZIP

Organization type (nonprofit, LLC, etc.)

Primary contact name and title

Phone

Email

Website

SECTION 2: EVENT INFORMATION

Event name

Event date(s)

Number of consecutive event days

Event hours per day

Venue name and address

County (Hancock, Harrison, or Jackson)

Years event has operated

Prior year attendance

Attendance verification source (Ticketmaster, Eventbrite, etc.)

Prior year room nights produced

Lodging partner(s)

SECTION 3: FUNDING

Multi-year MOU grant year, if applicable

Total event budget

Total event marketing budget

Amount allocated to out-of-market advertising (minimum 50% of any grant award)

Applicants do not request a specific grant amount. The award amount and tier are determined by Coastal Mississippi's evaluation of verified attendance, documented room nights, and overall economic impact. Year 1 tier maximums:

Tier 1 \$30,000; Tier 2 \$15,000; Tier 3 \$7,500. A minimum of 50% of any grant award must be used for out-of-market advertising.

SECTION 4: MARKETING PLAN NARRATIVE

Attach a detailed marketing plan designed to drive overnight visitation to Coastal Mississippi. The plan must include chosen marketing channels, target DMAs outside the Coastal Mississippi DMA (examples: Mobile/Pensacola, New Orleans, North Shore of Louisiana, Hattiesburg/Laurel, Jackson, Baton Rouge), a proposed media schedule, and a narrative on how the funds will be utilized. Summarize below.

SECTION 5: REQUIRED ATTACHMENTS

Completed Media Expense Breakout Form

Completed Equipment Expense Breakout Form (if requesting equipment purchases or rentals)

Marketing plan with proposed media schedule

Proof of attendance from prior events (qualified source)

Letter(s) of support from lodging partner(s)

Room night documentation from prior events

W-9 for the applicant organization

Completed Grant Submission Checklist

SECTION 6: CERTIFICATION AND SIGNATURE

By signing below, the authorized representative certifies that:

- All information in this application is true and accurate.
- The applicant organization is the responsible party for all expenditures. No exceptions.
- Awarded funds will not be transferred from one organization to another.
- A minimum of 50% of the grant will be used for out-of-market advertising placed outside the Coastal Mississippi DMA.
- The organization will maintain accurate financial records on the receipt and use of grant funds and will submit a complete Post-Event Report.
- The Coastal Mississippi logo will be properly displayed in all event marketing, radio advertisements will include the phrase "This project is partially funded by a grant through Coastal Mississippi," and all logo and brand usage will be approved by Coastal Mississippi prior to publishing.
- Any project change will be submitted in writing to Coastal Mississippi for approval before modification.
- The applicant has read and agrees to the FY27 Coastal Mississippi Tourism Event Impact Grant Guidelines, including: grant funds cannot be reallocated to a different event; all grant awards are final; unused funds cannot be reallocated; and if the event does not take place, any expenses incurred are not eligible for reimbursement, including force majeure. No exceptions.

Authorized signature

Printed name

Title

Date

EXPENSE BREAKOUT FORMS

Media and Equipment | FY27

Organization name

Event name

Event date(s)

Total event marketing budget

FORM A: MEDIA EXPENSE BREAKOUT

Itemize all proposed media placements and production funded in whole or in part by the grant. A minimum of 50% of the total grant award must be placed outside the Coastal Mississippi Designated Market Area (DMA). Eligible out-of-market DMAs include but are not limited to Mobile/Pensacola, New Orleans, North Shore of Louisiana, Hattiesburg/Laurel, Jackson, and Baton Rouge.

Media Outlet / Vendor	Channel (digital, OTT, radio, TV, print, outdoor, social)	Target DMA / Market	Run Dates	Budgeted (\$)

Total media expenses budgeted

Total OUT-OF-MARKET media (must equal at least 50% of grant award)

Out-of-market media as % of total media budgeted

Reminder: The Play Coastal Mississippi logo must appear in digital, print, and TV ads. Radio advertisements must include the phrase “This project is partially funded by a grant through Coastal Mississippi.” All logo and brand usage must be approved by Coastal Mississippi prior to publishing.

FORM B: EQUIPMENT EXPENSE BREAKOUT

Itemize all proposed equipment purchases or rentals funded in whole or in part by the grant. Eligible items include stages, trailer stages, flat beds, portable bathrooms, lighting, venues, and similar event equipment. Infrastructure, construction, exhibitor tents, booth space, and stalls are not eligible.

Item Description	Vendor	Purchase or Rental	Rental / Use Dates	Budgeted (\$)

Total equipment expenses budgeted

BUDGET SUMMARY

Form A: Total media expenses

Form B: Total equipment expenses

Other eligible expenses (PR, research, signage, musician fees)

TOTAL MARKETING FUNDS BUDGETED (must equal total event marketing budget)

The applicant organization is the responsible party for all expenditures. No exceptions. Expenses incurred before the date of the award letter are not eligible.

Authorized signature

Printed name and title

Date

GRANT SUBMISSION CHECKLIST

FY27 | Due August 15, 2026 by 5:00 PM CT

Complete and submit this checklist with your application packet. Incomplete applications will not be considered. No exceptions.

Organization name

Event name

APPLICATION DOCUMENTS

Completed and signed Grant Application (all sections)

Form A: Media Expense Breakout, with out-of-market total equal to at least 50% of any grant award

Form B: Equipment Expense Breakout (if requesting equipment purchases or rentals)

SUPPORTING DOCUMENTATION

Marketing Plan and Media Schedule

Marketing plan with proposed media schedule and target out-of-market DMAs

Event Verification

Proof of prior attendance from a qualified source (Ticketmaster, Eventbrite, or comparable ticket sales or attendance reports)

Room night documentation from prior events (established room block with a Coastal Mississippi lodging partner)

Letter(s) of support from lodging partner(s)

Documentation of operating history (minimum 2 years for Tiers 1 and 2; minimum 1 year for Tier 3)

W-9

W-9 for the applicant organization

QUALIFICATION VERIFICATION

Event occurs in Hancock, Harrison, or Jackson County

Event occurs between October 1, 2026 and September 30, 2027

Event meets the minimum operating history for its tier (2 years for Tiers 1 and 2; 1 year for Tier 3)

Event meets the minimum consecutive event days for its tier (Tier 1: 3; Tiers 2 and 3: 2). A day is at least 8 hours.

Event meets the room night minimum for the requested tier (Tier 1: 3,000; Tier 2: 1,500; Tier 3: room block required)

Event meets the minimum attendance for its tier (Tier 1: 10,000+; Tier 2: 5,000+; Tier 3: 1,500+)

APPLICANT ACKNOWLEDGMENTS

The applicant organization is the responsible party for all expenditures. No exceptions.

Awarded funds will not be transferred from one organization to another.

A minimum of 50% of the grant will be used for out-of-market advertising outside the Coastal Mississippi DMA.

The Coastal Mississippi logo will be displayed in all event marketing, and radio ads will include: "This project is partially funded by a grant through Coastal Mississippi."

All logo and brand usage will be submitted to Coastal Mississippi for approval prior to publishing.

Any project change will be submitted in writing to Coastal Mississippi for approval before modification.

Accurate financial records will be maintained and a complete Post-Event Report will be submitted after the event.

The applicant understands the payment schedule: 75% paid 30 days prior to the event; 25% paid within 45 days of receipt of a complete Post-Event Report.

The applicant understands that grant awards are final, unused funds cannot be reallocated, funds cannot be moved to a different event, and if the event does not take place, expenses are not reimbursable, including force majeure. No exceptions.

Authorized signature

Printed name and title

Date