

Grant Application

Name of Event: Grilling on the River

Date of Event: April 12-13, 2013

Contact Person: Chuck Cook

Amount received last year: \$6,000 in 2011

Amount requested this year: \$10,950

Amount requested is 26% of the proposed budget.

Marketing/Advertising is 17% of the proposed budget.

Entertainment is 11% of the proposed budget.

Comments:

Grilling on the River:

Asking for \$10,950.00

25% of \$10,950 = \$2,737.50

Eligible items listed on the line item budget:

Graphic Artist/Web Page Design \$500.00

T-Shirts \$1,200.00 (Qualifies if the CVB logo is on the shirt.)

Advertising - newspaper/radio/TV/printing \$4,000.00 (\$2,737.50 of this must be spent to draw from 100 miles away.)

Postage & Printing \$1,500.00

Total Promotional Expenses \$7,200.00

Entertainment \$4,500.00 (Only \$2,737.50 of this is eligible to be funded by the CVB.)

\$7,200 (eligible promotional expenses) + \$2,737.50 (eligible entertainment amount) = \$9,937.50

Amount eligible to be funded based on proposed budget.

COLUMBUS/LOWNDES CONVENTION & VISITORS BUREAU (CVB)
Tourism Event Advertising/Promotion Grant Program

Phone: 662-329-1191
Fax: 662-329-8969
Email: ccvb@columbus-ms.org

117 3rd Street South
P. O. Box 789
Columbus, MS 39703

Grant Application for Tourism Event

Project/Event Name: GRILLING ON THE RIVER '13

Dates of Project/Event: APRIL 12 & 13 2013

**Non-Profit Name: MAGNOLIA STATE COOK-OFF / GRILLING ON THE RIVER

**Non-Profit Number: 888-168
**Attach current Secretary of State filing for 501(c)(3).

Contact Name: Chuck Cook ^{4060TR} Title: PRESIDENT

Mailing Address: P.O. Box 215 COLUMBUS, MS, 39703

Email: grilling@bellsouth.net Phone: _____ Fax: _____

Amount Requested: \$ 10,950⁰⁰

NOTE: A line item budget must accompany this application.

1. Please give a brief description of the project/event:

GRILLING ON THE RIVER IS A BARBECUE COOKING CONTEST
SPONSORED BY THE KANSAS CITY BARBECUE SOCIETY (KCBS).
THE CONTEST IS ALSO A STATE OF MISSISSIPPI CHAMPIONSHIP,
BY PROCLAMATION FROM GOV. PHIL BRYANT. THE "GRAND
CHAMPION" WILL GO ON TO COMPETE IN THE "GREAT AMERICAN
ROYAL" IN KANSAS CITY, MO & A CHANCE TO COMPETE IN "THE
JACK DANIEL'S WORLD CHAMPIONSHIP" IN LYNCHBURG, TN.

2. What is the location of the event? Along the Columbus Riverwalk
in front of Ruben's Fish & Steak House

3. What is the anticipated number of visitors who will attend (based on past figures)? 8,000 TO 10,000

a. How many visitors from outside a 100 mile radius? 29%

b. What is the method which will be used for measuring visitor attendance (survey, interview, etc.)? AN ENTRY/WELCOME TEXT WILL BE SET UP AT ENTRANCE & A HEAT COUNT WILL BE TAKEN. ALSO RANDOM SURVEYS WILL BE TAKEN.

4. How does this project/event contribute to Columbus/Lowndes County? How is this project/event special from other projects?

THIS EVENT WILL BRING IN BETWEEN 55-65 BIRD TEAMS WITH OVER HALF FROM OUTSIDE THE LOCAL AREA. I WILL ALSO BRING IN 66 CERTIFIED BIRD JUDGES WITH ABOUT 80% FROM OUTSIDE THE AREA.

THIS EVENT IS NOT SPECIAL FROM ANY OTHER EVENT, EXCEPT FROM THE ABOVE REASON

Grant Application for Tourism Event

5. Please give a brief summary of your Advertising Plan (dates, times and types of advertising). **Please note you will need to meet with the Director to discuss your Advertising Plan and to have it preapproved before placing your advertising.

Ads will run 3-4 week before the event in
Newspapers, Radio, AND Television both local &
outside the area. Billboards will be used locally
(I hope) & RACKCARDS will be put in welcome centers
statewide

6. If your organization has performed a market survey, please describe your demographic audience and/or additional findings:

No Market Survey BUT PAST ATTENDANCE ARE!

<u>2011</u>	<u>- 48 YEARS</u>	<u>WITH</u>	<u>7,500</u>	<u>ATTENDING</u>
<u>2010</u>	<u>- 57</u>	<u>"</u>	<u>WITH</u>	<u>10,000</u>
<u>2009</u>	<u>- 59</u>	<u>"</u>	<u>WITH</u>	<u>5,500</u>
<u>2008</u>	<u>- 51</u>	<u>"</u>	<u>WITH</u>	<u>3,000</u>
<u>2007</u>	<u>- 42</u>	<u>"</u>	<u>WITH</u>	<u>2,500</u>

NOTE: The use of CVB forms is mandatory.

(Forms will be available online or in the CVB office.)

On behalf of the organization identified on this application, I do hereby certify that the submitted application has complied with the Advertising/Promotion Grant Program guidelines of the Columbus/Lowndes Convention & Visitors Bureau, and the information is true and accurate.

Material created through this grant must be used to encourage tourism in Columbus/Lowndes County, must contain the statement "Sponsored by the Columbus/Lowndes Convention & Visitors Bureau" and carry the CVB logo.

Should I fail to administer all aspects of the guidelines, I further understand the grant may be revoked.

Name of Applicant: Chuck Cook Title: PRESIDENT
 Signature: Chuck Cook Date: 11-14-12

Please deliver the grant application and all attachments to:

Columbus/Lowndes Convention & Visitors Bureau
 117 3rd Street South
 Columbus, MS 39703

LINE ITEM BUDGET

Name of Event: Grilling on the River

Date of Event: April 12-13, 2013

Summary	Budgeted	Notes
Total Income	\$42,250.00	
Total Expenses	\$42,250.00	
Income Less Expenses	\$0.00	

Income	Budgeted	Notes
Columbus Convention & Visitors Bureau	\$15,000.00	
Triangle Federal Credit Union	\$2,000.00	
Stark Aerospace	\$1,500.00	
Mitchell Distributing	\$1,250.00	
Coca-Cola	\$500.00	
Greg Andrews	\$200.00	
Columbus Banking Assoc.	\$100.00	
Bancorp South	\$100.00	
Gate Admission	\$0.00	No Charge
Columbus/Lowndes Humane Society (donation @ gate)	\$2,500.00	
T-Shirt Sales 120 Shirts	\$1,200.00	
Ice Sales 90x\$5.00	\$450.00	
Beverage Sales	\$4,200.00	
Food Vendor Sales (10% of gross sales)	\$250.00	
Team Entry Fees		
40 pro Teams x \$250.00	\$10,000.00	
20 Amateur teams x \$150.00	\$3,000.00	
Total Income	\$42,250.00	

Expenses	Budgeted	Notes
KCBS Fees	\$1,400.00	
Ice 100Bags X \$4.00	\$400.00	
Porter Jon 15x\$100.00	\$1,500.00	
Trash Dumpster	\$300.00	
Graphic Artist/Web Page Design	\$500.00	
T-Shirts	\$1,200.00	
Grand Champion - Staln Glass	\$200.00	
Trophies	\$400.00	
Golf Carts 4x\$100	\$400.00	
Tent/Chairs & Tables Rental	\$1,000.00	
Advertising - newspaper/radio/TV/printing	\$4,000.00	
Postage & Printing	\$1,500.00	
Liability Insurance	\$900.00	
Electric & water Hook-Up - Columbus Light & Water	\$900.00	
Electric & Water Parts & Labor	\$2,250.00	
Food Cost VIP Friday/Breakfast- Saturday	\$400.00	
Plates/Paper Products	\$350.00	
Parking/Clean Up Labor	\$1,300.00	
Location Rental /lease /improvement	\$1,500.00	
Entertainment	\$4,500.00	
MS. Sales Tax	\$350.00	
Columbus/Lowndes humane Society (donation)	\$5,000.00	
Team Awards /Pay Out	\$12,000.00	
Total Expenses	\$42,250.00	

In-Kind Services	Budgeted	Notes
Total In-Kind Services		

State of Mississippi

Secretary of State's Office

Eric Clark

Secretary of State
Jackson, Mississippi

Corporation Name:

Mississippi State Cook-Off / "Grilling on the River"

Business ID: 888168

Filed: March 8, 2006 At 12:00 PM

Filing Fee Receipt: 50.00



SECRETARY OF STATE
P.O. Box 136
Jackson, MS 39205-0136
(601) 359-1633

A handwritten signature in black ink that reads "Eric Clark". The signature is written in a cursive style.

Eric Clark
Secretary of State



State of Mississippi
Office of the Secretary of State
 Secretary of State, Eric Clark
Statement

Invoice Number: 5162815

Invoice Date: 03/09/2006 10:14 AM

Filer Information

"grilling on the River"
 PO Box 215
 Columbus, MS 39703

Billing Information

" Grilling on the River "
 PO Box 215
 Columbus, MS 39703

Product Description	Certification Number	Order Date	Qty	Pages	Item Cost	Extended	Amount Due
Corp Fees - F0001 - Articles of Incorporation Contact: " Grilling on the River " Shipped Via: Mail	7774154	03.09.2006	1	1	50.00	50.00	Paid

Tracking #: 766842

Credit Balance as of 03/10/2006: \$0.00

Payment Details:

Check #6076 for \$50.00(7774154:\$50.00,)

Invoice Total: \$50.00

Payment Total: \$50.00

Contact(s): " Grilling on the River "

Amount Due: \$0.00

Include invoice number on all correspondence and send to:

UCC Inquiries: Mississippi Secretary of State's Office
P.O. Box 136
Jackson, MS 39205

To discuss payment for UCC items call:
 (601) 359-1633

Corporation Inquiries: Mississippi Secretary of State's Office
P.O. Box 136
Jackson, MS 39205

To discuss payment for Corporation Items call:
 (601) 359-1633

