

Grant Application

Name of Event: Artesia Days
Date of Event: August 1-4, 2013
Contact Person: Tresa B. Sanders

Amount received last year: \$8,000
Amount requested this year: \$8,000

Amount requested is **53%** of the proposed budget.

Marketing/Advertising is **20%** of the proposed budget.

Entertainment is **53%** of the proposed budget.

Comments:

Artesia Days - asking for \$8,000

They **do qualify** for \$8,000 as a Quality of Life Event.

The line item budget shows the following eligible items:

Live bands \$8,000

Advertising \$3,000

COLUMBUS/LOWNDES CONVENTION & VISITORS BUREAU (CVB)
Quality of Life 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 Quality of Life Event

Project/Event Name: Town of Artesia - Artesia Days

Dates of Project/Event: August 1-4, 2013

**Non-Profit Name: Artesia Days

**Non-Profit Number: Tax Id# 64-0156695

***Attach current Secretary of State filing for 501(c)(3).**

Contact Name: Tresa B. Sanders Title: City Clerk

Mailing Address: P.O. Box 277

Email: gtsfamily04@aol.com Phone: 662-272-5104 Fax: 662-272-5104

Amount Requested: \$ 8,000

NOTE: A line item budget must accompany this application.

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

This is a 4 day event that affects the Golden Triangle Area.
We start out with fun day for the kids on Thursday and Community
Day on Friday. We have speakers, live bands Saturday. We
have give aways, arts & crafts, gospel and live bands. Sunday
go to church and have an old times baseball game.

2. What is the location of the event? Downtown Artesia

3. What is the anticipated number of visitors who will attend (based on past figures)? 13,000 plus 4,000 out of town

- a. What is the method which will be used for measuring visitor attendance (survey, interview, etc.)? Survey as they register at the door
prize table.

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

It brings in hotel and store revenue, and shows people
what we are doing in the Columbus/Lowndes County area.
We consider this something special for the people that
have left this area, a chance to come home and see what
Artesia has done.

Grant Application for Quality of Life 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. We plan to advertise with 99.7 in Jackson, 106.1 in Columbus 98.9 in Columbus, Commercial Dispatch, The Packet, Mississippi Link in Jackson, WCBI, WTVA. We always advertise 4 weeks before event.

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

No, but are planning to do that.

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: Tresa B. Sanders Title: City Clerk

Signature:  Date: Nov 15, 2012

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: Artesia Days

Date of Event: 8/1-4/2013

| Summary | Budgeted | Notes |
|-------------------------|----------|-------|
| \$15,000 Total Income | \$15,000 | |
| \$15,000 Total Expenses | \$15,000 | |
| Income Less Expenses | | |

| Income | Budgeted | Notes |
|----------------------|----------|-------|
| CCVB | \$8,000 | |
| Budweiser | \$1,000 | |
| Main Street Lounge | \$500 | |
| Upper Level | \$500 | |
| Robert Ashley | \$500 | |
| Ed White | \$500 | |
| Tally Defense | \$500 | |
| J-Hughes Farm | \$500 | |
| Sanders Lawn Service | \$500 | |
| Others | \$500 | |
| Vendors | \$2,000 | |
| | | |
| | | |
| | | |
| | | |
| Total Income | \$15,000 | |

| Expenses | Budgeted | Notes |
|--------------------------------|----------|-------|
| Live Bands | \$8000 | |
| Advertising | \$3000 | |
| Radio, T.V., Newspaper, Flyers | | |
| T-Shirts | | |
| Kiddie Land | \$1000 | |
| Misc. | \$3000 | |
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| | | |
| Total Expenses | \$15,000 | |

| In-Kind Services | Budgeted | Notes |
|------------------------|----------|-------|
| Holcim - Door Prizes | \$1500 | |
| | | |
| | | |
| | | |
| Total In-Kind Services | \$1500 | |

Town of Artesia

Advertising:

| | | |
|---------------------|------------------|--|
| WCBI | \$650.00 | |
| Commercial Dispatch | \$700.00 | |
| The Packet | \$450.00 | |
| 99.7 Jackson | \$600.00 | |
| 4 Imprint | \$730.00 | Logo on fans & T-shirts they gave away |
| 106.1 Columbus | <u>\$400.00</u> | |
| Total | \$3530.00 | |

Town of Artesia

Entertainment: 3 bands

Willie Clayton \$5000.00

Lacee Band & Show \$2500.00

Local Band \$500.00

Total 8000.00