

Grant Application

Name of Event: Market Street Festival

Date of Event: May 3-4, 2013

Contact Person: Amber Brislin

Amount received last year: \$15,000

Amount requested this year: \$15,000

Amount requested is 8% of the proposed budget.

Marketing/Advertising is 15% of the proposed budget.

Entertainment is 11% of the proposed budget.

Comments:

Market Street Festival:

Asking for \$15,000.00
25% of \$15,000 = \$3,750.00

Eligible items listed on the line item budget:

Advertising	\$8,000.00 (\$3,750 of this must be spent to draw from 100 miles away.)
Banners	\$2,000.00
Graphic Design	\$1,000.00
Postage	\$ 500.00
Printing	\$1,000.00
Printing of Promotional Items	\$3,000.00 (Why is printing listed twice.)
T-shirts	\$12,000.00 (Qualifies if the CVB logo is on the shirt.)
Total Promotional Expenses	\$27,500.00

Entertainment \$20,000.00 (Only \$3,750 of this is eligible to be funded by the CVB.)

\$27,500 (eligible promotional expenses) + \$3,750 (eligible entertainment amount) = \$31,250 Market Street does qualify to receive \$15,000 in funding based on the 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: **Market Street Festival**

Dates of Project/Event: **May 3 & 4, 2013**

Non-Profit Name: **Main Street Columbus

Non-Profit Number: **594308; Federal ID # 64-0472690

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

Contact Name: **Amber Brislin** Title: **Director**

Mailing Address: **Post Office Box 1062, Columbus, MS 39703**

Email: **amberm@columbusmainstret.com** Phone: **662.328.6329** Fax: **662.328.6329**

Amount Requested: **\$15,000**

NOTE: A line item budget must accompany this application.

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

Market Street Festival began in 1996 and over the past 17 years has grown to be the largest special event and festival in Columbus, Mississippi and one of the largest in the state. Market Street Festival is held the first weekend in May each year and encompasses 12 city blocks and the Riverwalk in historic downtown Columbus. Market Street Festival has been named as a Top 20 Event in the Southeast by the Southeast Tourism Society for 14 consecutive years and has received many other prestigious awards throughout the years. A crowd of nearly 40,000 gathers each year to enjoy all the two day festival has to offer including over 250 arts, crafts and food vendors and dozens of special events, musical acts and activities throughout the two day festival.

Talented musical acts and quality family entertainment are the highlight of Market Street Festival and acts range from local talent to nationally known music acts.

2. What is the location of the event? **Historic Downtown Columbus**

3. What is the anticipated number of visitors who will attend (based on past figures)? **36,000 + (based on 2011 professional economic impact survey)**
- a. How many visitors from outside a 100 mile radius? **Approximately 20 percent or 7200 people**

- b. What is the method which will be used for measuring visitor attendance (survey, interview, etc.)? **Economic impact survey performed in 2011; Copy attached to this application.**
4. How does this project/event contribute to Columbus/Lowndes County? How is this project/event special from other projects?

Each year Market Street Festival continues to highlight Columbus, our many local talents and community spirit. The generous contributions of time, resources and talents of our neighbors are key to the success of Market Street Festival and thus, to our contributions back to our community. Market Street Festival is the largest fundraiser for Main Street Columbus and is essential to our continued downtown revitalization efforts.

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.**

Advertisements are placed in numerous regional and national publications including:

Print Advertisements:

- **Commercial Dispatch (Columbus, MS)**
(Includes numerous features, advertisements and a newspaper "wrap" the weekend of the festival- see example)
- **Tupelo Daily Journal (Tupelo, MS)**
- **Amory Advertiser (Amory, MS)**
- **Starkville Daily News (Starkville, MS)**
- **Daily Times Leader (Starkville, MS)**
- **Tuscaloosa News (Tuscaloosa, AL)**
- **Jackson Free Press (Jackson, MS) & Special Music Edition**
- **West Alabama Gazette**
- **Memphis Flyer (Memphis, TN) & Memphis in May Entertainment Edition**
- **The Packet (Columbus, MS)**
- **Mississippi Magazine – spring 2012**

Radio Advertisements (all listening areas touch dozens of counties & MS & AL):

99.9 The Fox, K 94.9, BC 103 (Columbus, MS)

WRTR, WTXT, 94.1, (Tuscaloosa, AL)

Laser 96, WMSU (Starkville, MS)

Mississippi Supertalk Radio & Live Remote

April monthly sponsor of "Rick & Bubba" Radio Show – 96.

TV Advertisements:

- Series of 5 different commercials run throughout the month of April totaling \$20,000 in advertising dollars WCBI TV, My MS, The CW & WTVA .
- Numerous live appearances prior to and at the festival on WCBI TV, My MS, The CW & WTVA .
- Cable One advertising totaling \$10,000 on numerous cable networks (*roughly about 15 networks including ESPN, Lifetime, Food Network, etc.*)

Other advertising & promotion:

- 6 + Digital billboards in tri-county area; 3 permanent billboards March- May
- 2,000 posters printed- displayed and distributed throughout the area
- 10,000 Save the date cards- displayed and distributed throughout the area
- 2000 t-shirts printed and sold
- 10, 000 Market Street Flyers, Table Tents & other promotional items

Various other promotions and publicity tools used to promote the festival throughout the area.

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

- 34,000 visitors spent an estimated \$7.32 million with local merchants on various goods and services in Columbus during the festival.
- 'New Money' or those from outside of Columbus and the state spent about \$3.66 million.
- Average spending by festival goers was divided into 4 categories and average as follows: Food Services & Drinking Establishments- \$141.75; General Merchandise \$85.31; Hotel & Accommodations \$84.31; Exhibitors at the Festival \$88.91

- Total Value Added (TVA) was estimated at \$1.99 million, including \$1.41 million directly and another \$588,747 through indirect and induced impacts.
- Average Spending by all visitors at the Columbus Market Street festival was about \$110.71 per person
- Approximately 33 percent of the survey respondents spent \$50 or less .
- Almost 40 percent of the festival respondents spent between \$50 and \$109.
- Slightly more than 5 percent of the survey respondents spent between \$140 and \$170 at the festival.
- About 21.2 percent of the respondents spent \$170 or more at the event.
- As expected, out-of-state visitors spent significantly more each day than in-state visitors. For example, the average party of in-state visitors spent about \$219.06 in food services and drinking establishments and \$334.88 in general merchandise stores (clothing, souvenirs, gifts,).
- The average party of out-of-state visitors spent about \$64.44 in food and drinking establishments and \$82.0 in General Merchandise Stores (Clothing, Souvenirs, Gifts,).
- Of the 34,091 visitors, 4,315 or about 12.66 percent lived farther than 50 miles outside of Columbus and the state of Mississippi. The remainder, 29,776 were from Mississippi.
- Of the 29,776 Mississippi visitors, 26,827 or about 78.68 percent lived within 50 miles or less of Columbus. About 2,949 visitors lived outside of the immediate area of Columbus and Lowndes County.
- Spending by in-state visitors averaged \$146.36, while spending for out-of-state visitors averaged \$334.82.
- About 143 of the 348 visitors who responded to the survey said attending this event was their primary reason for being in the area.
- About 297 of the 348 respondents to the survey were from Mississippi; 45 respondents were from outside Mississippi; and none surveyed were from outside the U.S.
- The mean party size of in-state and out-of-state visitors were 3.49 and 4.25, respectively.
- The preferred housing arrangement was a private house. Thirty-eight of 297 in-state visitors that responded to the question about housing stayed in private homes compared with 17 out-of-state respondents.
- As far as commercial lodging facilities, 19 of the respondents stayed in these facilities. The number in-state and out-of-state respondents staying in these facilities was 15 and 2, respectively. (This number did not include vendors or musicians.)

6.

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.

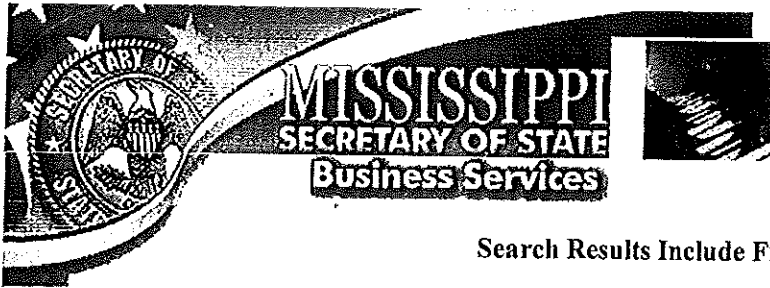
Should I fail to administer all aspects of the guidelines, I further understand the grant may be revoked.

Name of Applicant: **Amber Brislin** Title: **Director**

Signature: Amber Brislin Date: 11-6-2012

Please deliver the grant application and all attachments to:

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



Search Results Include Filings Through 07/25/2012 12:00 AM

- Search
- [By Business Name](#)
 - [By Business ID](#)
 - [By Officer Name](#)
 - [By Registered Agent](#)
 - [New Corporations](#)
 - Annual Report
 - [File Corporate Annual Report](#)
 - [File LLC Annual Report](#)
 - Verification
 - [Verify Certification](#)
 - Online Orders
 - [Register for Online Orders](#)
 - [Order Good Standing](#)
 - Miscellaneous
 - [Look Up an SIC](#)

Date: 7/30/2012 [View Filed Documents](#)

Name History

Name	Name Type
MAIN STREET COLUMBUS, INC.	Legal
Non-Profit Corporation - Domestic - Information	
Business ID:	594308
Status:	Good Standing
Creation Date:	11/14/1969
State of Incorporation:	MS
Principal Office Address:	421 1/2 MAIN ST COLUMBUS MS 39701-4533
Listing Address:	No Address

Registered Agent

Agent Name: HUNTER M GHOLSON
Office Address: 516 2ND AVENUE N
 COLUMBUS MS 39701

Mailing Address:

Officers & Directors

[Business](#)

[Home](#)

[Home](#) | [Accessibility Policy](#) | [Contact Us](#) | [E-mail Us](#) | [Links](#) | [Search](#)

Copyright © 2012 Mississippi Secretary of State. All rights reserved.

Due to the use of DHTML and Java, this Web site is optimized for Microsoft Internet Explorer 5+ or Netscape 6+.

