

Grant Application

Name of Event: Townsend Festival

Date of Event: July 4-6, 2013

Contact Person: Jeff Smith

Amount received last year: \$12,000

Amount requested this year: \$8,000

Amount requested is 61% of the proposed budget.

Marketing/Advertising is 23% of the proposed budget.

Entertainment is 106% of the proposed budget.

Comments:

Townsend Festival - asking for \$8,000

They do qualify for \$8,000 as a Quality of Life Event but we question the business logic of a festival that plans to have a loss of \$9,350.

The summary on the line item budget shows the following:

Total income	\$13,200
Total expenses	\$22,550
Income Less Expenses	(\$9,350)

The line item budget shows the following eligible items:

Entertainment	\$14,000
Promotions & 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: Townsend Festival

Dates of Project/Event: July 4,5,6,2013

*Non-Profit Name: Southside benevolent Organization, Inc.

**Non-Profit Number: 1003447

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

Contact Name: Jeff Smith Title: Organization President

Mailing Address: 915 South 10th Avenue, Columbus, MS 39701

Email: lcjsmith@bellsouth.net Phone: 662-386-6923 Fax: 662-241-1938

Amount Requested: \$8,000

NOTE: A line item budget must accompany this application.

1. Please give a brief description of the project/event:
The event is a family event for holiday activities with diverse cultural groups of different ages. Age's 5-Seniors Citizens. Music, games, and softball activities, bring unity and fun to all age groups.
2. What is the location of the event? Townsend Park , 9th Avenue South
3. What is the anticipated number of visitors who will attend (based on past figures)? 10,000-13,000
 - a. What is the method which will be used for measuring visitor attendance (survey, interviews,etc.)? Interviews and surveys
4. How does this project/event contribute to Columbus/Lowndes County? How is this project/event special from other projects?
The festival provides a diverse group of citizens, local businesses, out of town visitors participating in family and class reunions. It provides out of state taxes, hotel attendance and funds to the restaurants. It allows the chance to tour the city and the county community sites.

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. For Advertising: There will be radio spots, television, printed media signs. Advertising starts two weeks prior to the event. Hand delivered flyers are distributed in the Golden triangle area. Personal invitations are mailed to different organizations and sponsors. Facebook, emails and twitter will be used as a form of advertisement.
6. If your organization has performed a market survey, please describe your demographic audience and/or additional findings:
The demographic is about 70% African American and about 30% other ethnic groups. The Townsend Festival encourages entertainment of diverse cultures performing during the three events; to capture a balanced audience and promote a unified community.
7. **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: Jeff Smith Title: President
Signature: Jeffery Smith Date: 11-20-2012

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: Townsend Festival

Date of Event: July 4, 5, 6, 2013

Summary	Budgeted	Notes
Total Income	\$13,200.00	
Total Expenses	\$22,550.00	
Income Less Expenses	-\$9,350.00	

Income	Budgeted	Notes
Columbus Convention & Visitors Bureau	\$8,000.00	
Columbus Scrap Materials	\$1,000.00	
Baptist Memorial	\$500.00	
APAC	\$500.00	
Mitchell Distributing	\$1,000.00	
Carl Hogan	\$200.00	
Cunningham Law Firm	\$500.00	
Vendors	\$1,500.00	
Total Income	\$13,200.00	

Expenses	Budgeted	Notes
Entertainment	\$14,000.00	
Lodging & Food	\$1,400.00	
Sound Tech	\$1,300.00	
Promotions & Advertising	\$3,000.00	
Activities for Youth	\$750.00	
Site Preparations	\$1,000.00	
Softball Officials	\$450.00	
Security	\$200.00	
Set Up & Take Down	\$450.00	
Total Expenses	\$22,550.00	

In-Kind Services	Budgeted	Notes
Advertising & Promotions	\$1,700.00	
Set Up & Take Down	\$450.00	
Total In-Kind Services	\$2,150.00	

3098711



DELBERT ROSEMAN
Secretary of State

11 F0001

Articles of Incorporation

**OFFICE OF THE MISSISSIPPI SECRETARY OF STATE
P O BOX 136, JACKSON, MS 39205-0136 (601)359-1633**

7. The name and complete address of each incorporator:

Name:

Street:

City, State, Zip:

Name:

Street:

City, State, Zip:

Name:

Street:

City, State, Zip:

8. Other provisions: see attached

9. Incorporators' signatures (please keep writing within blocks):

Please make the \$50 check for the filing fee payable to the MISSISSIPPI SECRETARY OF STATE. Mail the completed form with payment to SECRETARY OF STATE, PO BOX 136, JACKSON, MS 39205-0136. For assistance contact a customer service representative at (601) 359-1633 or visit our website at www.sos.ms.gov for forms and instructions.

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ARTICLES OF INCORPORATION
Southside Benevolent Organization, Inc.

The following are the purposes for which this organization has been organized:

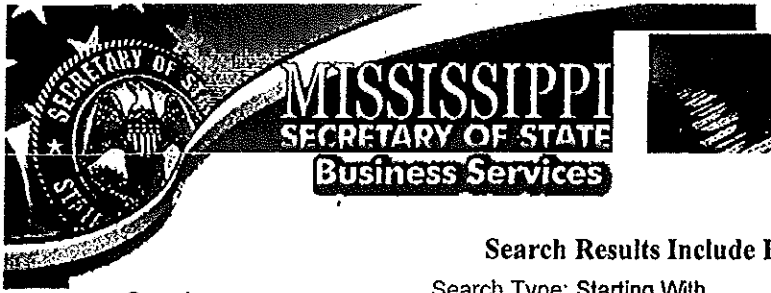
First, said corporation is organized exclusively for charitable, educational and literary purposes, including, the making of distributions to other organizations that qualify as exempt organizations under section 501(c) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Second: The place in this state where the principal office of the Corporation is to be located is 918 9th Avenue South, Columbus, Lowndes County, Mississippi.

Third: Said corporation is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Fourth: No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Paragraph Third hereof. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Fifth: Upon the dissolution of the corporation, assets shall be distributed to the Columbus Lowndes Public Library or if no such Library exists, then to the Convention and Visitor's Bureau for use in bringing conventions or visitors to learn of the cultural opportunities in the City of Columbus, or if refused for such purposes, then to one or more tax exempt organizations described in section 501(c)(3) and/or 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or, for a public purpose. Any such assets not so disposed of shall be disposed of as ordered by a Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.



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Search Type: Starting With Search Criteria: Southside Benevolent Organization, Inc.
 Search Date: 11/18/2012 Search Time: 15:21

Click on the Business Entity Name or Charter Number to view more information.

Business Entity Name	Business ID	Type	Status	Entity Creation Date
Southside Benevolent Organization Inc	1003447	Non-Profit Corporation	Good Standing	6/12/2012

Records Returned 1 to 1

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Entertainment & Advertisement Record Sheet

Townsend Park Festival

		Tentative	Prices
	Item Description	Purchase	Location
Keith & Margie	Entertainment	\$600.00	Townsend Park
Wendell B	Entertainment	\$5,500.00	Townsend Park
Bobby Rush	Entertainment	\$6,500.00	
Johnny Coleman	Entertainment	\$800.00	Townsend Park
Mississippi Nightingales	Gospel Entertainment	\$200.00	Townsend Park
Crossroad Band	Entertainment	\$200.00	Townsend Park
D J Tall Paul	Entertainment (Friday Night)	\$200.00	Townsend Park
Total		\$14,000.00	
Advertisement			
Cumulus Radio		\$600.00	
Commercial Dispatch		\$350.00	
WCBI TV		\$850.00	
Flyers		\$500.00	
Posters		\$500.00	
WACR Radio		\$200.00	
		\$3,000.00	