

# Grant Application

Name of Event: Crawford Days  
Date of Event: July 11-13, 2013  
Contact Person: Beverly Hairston

Amount received last year: \$4,500

Amount requested this year: \$8,000

Amount requested is **39%** of the proposed budget.

Marketing/Advertising is **26%** of the proposed budget.

Entertainment is **47%** of the proposed budget.

Comments:

**Crawford Cotton Boll Festival - 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:

Entertainment \$9,700

Advertisement \$5,300

**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 3<sup>rd</sup> Street South  
P. O. Box 789  
Columbus, MS 39703

## Grant Application for Quality of Life Event

Project/Event Name: Crawford Cotton Boll Festival

Dates of Project/Event: July 11-13, 2013

\*\*Non-Profit Name: Town of Crawford

\*\*Non-Profit Number: 64-0590236

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

Contact Name: Beverly Hairston Title: City Clerk/Event Organizer

Mailing Address: Post Office Box 136 Crawford, MS 39743

Email: townofcrawford@aol.com Phone: (662) 272-5164 Fax: (662) 272-5163

Amount Requested: \$ 8,000

**NOTE: A line item budget must accompany this application.**

1. Please give a brief description of the project/event:  
Crawford Cotton Boll Festival is an Annual Event for the community, that brings Quality of Life to our citizens and the Golden Triangle Area. This year's event will be three(3) days and will be In Honor of Big Joe Lee Williams.
2. What is the location of the event? Behind City Hall (Crawford, MS)
3. What is the anticipated number of visitors who will attend (based on past figures)? 3500-4500
  - a. What is the method which will be used for measuring visitor attendance (survey, interview, etc.)? The method used for measuring attendance door prize registration; We are in the planning process of developing a more factual method.
4. How does this project/event contribute to Columbus/Lowndes County? How is this project/event special from other projects?  
The Crawford Cotton Boll Festival contributes to Columbus/Lowndes County in several ways: useage of hotels, restuarants, convenience stores and etc. I think the Golden Triangle as whole benefits from the Crawford Cotton Boll Festival and other events helded in the area. We honor our own Big Joe Lee Williams, Blues Legend and some of our entertainers are from Crawford.

## 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. Our Advertisement Plan is as follows: to advertise locally and statewide in different newspapers, radio stations and our TV Commerical through WCBI which will be seen by thousands of people. We will use network marketing media such as Facebook, Twitter and our very own webpage. We will start advertising 2-3 months before event.
6. If your organization has performed a market survey, please describe your demographic audience and/or additional findings:  
We have not performed a market survey. But our demographic audience is all ages and different culture.
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**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: Beverly Hairston Title: City Clerk/Event Organizer  
Signature: [Signature] Date: 11/15/12

Please deliver the grant application and all attachments to:

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



# CRAWFORD COTTON BOLL FESTIVAL 2012

JULY 11-13, 2013

## I. URGENCY AND PURPOSE OF THE PROJECT

The purpose of this project is to bring unity, fun, excitement and growth to our community. We will continue to honor the memory of the late Blues Legend Big Joe Williams.

## II. VISITATION AND RESEARCH INFORMATION

We will advertise on the local radio and television stations, in the local and statewide newspapers. We will post flyers throughout the Golden Triangle area. We will direct mail 500 handbills to individuals that lives out of state, which once lived in Crawford inviting them to come and share in this event. We will also use social media such as Twitter, Web Page, Email and Face book.

## III. ESTIMATES OF REVENUES AND EXPENSES

We estimate the Revenues to be at approximately \$20,500 and the expenses to be approximately \$20,000.

## IV. POTENTIAL FOR ECONOMIC RETURN

The potential for Economic Return would be at least \$25,000 or more in the Golden Triangle area; which will come from Hotel accommodations, Food and Gas Expenses, from people traveling to and from the festival.

## V. MEDIA PLAN/MARKETING PLAN

### **Marketing Goals:**

- Inform the community and surrounding areas and out of state guests of the festival taking place on July 11th - 13th, to have a successful turnout, high revenue, significant media attention, etc.

- Our Target Audience(s) are:
  1. Children ages 5-17
  2. Adults ages 18 and up
  3. Out of Town Citizens

We will have three days of fun, starting on Thursday, July 11th, which will be our Opening Ceremony and Citizen's Appreciation Event; O Friday, July 12<sup>th</sup> , we dedicate this day to our Youths, by having the Youth Explosion, where we will have different informational booths such as Health Awareness, Retention and Recruiting, Voters Registration, Educational Information, Smoke-Free Awareness, entertainment, etc., We will also have a Motivational Speaker, Music Entertainment by local groups, and a lot more of exciting activities that will have a positive impact on our Youths. On that Saturday, July 13th, we will start the day off with lots of entertainment, music such as Gospel, Rap, R & B, and Southern Soul Blues. There will be lots of great food & art and craft vendors and other exciting activities going on that day.

**DELIVERABLES:**

- We will do a Press Release for the advertisement of the event to be published in the local and statewide newspaper and radio stations. We will have local organizations and business to advertise the event on their community calendars.
- We have created a website: [www.crawfordcottonbollfestival@myevent.com](http://www.crawfordcottonbollfestival@myevent.com)
- We will send out Bulk Emails to core constituents informing them of the event and asking them to forward the email to everyone in their address book, also.

**DATES:**

- **As soon as possible: Will add event to all community calendars**
- **Will announce event at all opportunities**
- **4 weeks prior: Send out bulk emails/Put up Flyers; Radio and newspaper Advertisements**
- **4 weeks prior: Will add event to online community calendars and to Twitter, My Space and Face Book.**
- **3 weeks prior: Send out all Press Releases**
- **3 business days prior: Send reminder bulk email to all vendors registered for event and core stakeholders**
- **Day of event: Live remote broadcast with 92.1**



# TOWN OF CRAWFORD

**MAYOR**  
FRED TOLON

**CITY CLERKS**  
BEVERLY HAIRSTON

**BOARD OF ALDERMEN**  
LARRY CALDWELL  
BRENDA GENTRY  
WILLIE D. PARSON  
CASEY SMITH, SR.  
VEMITRA WHITE

November 15, 2012

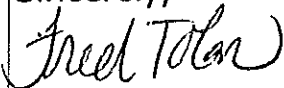
Dear CVVB Board of Directors:

On behalf of the Town of Crawford and its Citizens, we would like to thank you for the opportunity to come before your Board to present to your organization our 2013 Crawford Cotton Boll Festival Presentation for grant funding.

Thank you in advance for your consideration and providing the Town of Crawford, the funds that is needed to make our event a success.

For further information or questions please feel free to contact our office at (662) 272-5164.

Sincerely,



Fred Tolon  
Mayor



# TOWN OF CRAWFORD

**MAYOR**  
FRED TOLON

**CITY CLERKS**  
BEVERLY HAIRSTON

**BOARD OF ALDERMEN**  
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**November 15, 2012**

## Crawford Cotton Boll Festival Break-Down of Expenses

### Advertisement:

### Proposed Budgeted Amount:

The Columbus Packet	\$300.00
The Commercial Dispatch	\$600.00
The Macon Beacon	\$150.00
Starkville Daily News	\$650.00
West Point Newspaper	\$200.00
The Jackson Clarion Ledger	\$150.00
Meridian Newspaper	\$150.00
Urban Radio Station	\$840.00
Event Host	\$200.00
Mailers (1500)	\$340.00
Flyers/Design of Flyers	\$400.00
Postage (1000 Mailers @ \$.32 each)	\$320.00
Other Advertisement (Needs)	\$1,000.00
<b>TOTAL</b>	<b>\$5,300.00</b>

### Entertainment:

Headliner	\$4,500.00
Female Artist	\$2,000.00
Big Joe Shelton	\$400.00
Local Talent	\$100.00
Cross Road Band	\$500.00
Sound Man	\$1,200.00
Gospel Artist	\$1,000.00
<b>TOTAL</b>	<b>\$9,700.00</b>

### Kids World:

Jumpers	\$215.00
Supplies for Activities	\$300.00
Prizes for Games	\$150.00
Door Prizes: Book Bag Giveaways Items	\$135.00
<b>TOTAL</b>	<b>\$800.00</b>

**Youth Explosion:**

Entertainment	\$1,650.00
Trophies for Dance Contest/Talent Show	\$150.00
Steppers	\$150.00
Other	\$250.00

**TOTAL** **\$2,200.00**

**The \$2,000 for Miscellaneous will be used for:**

Ice/Ice Machine Rental  
Porta Jons  
Door Prizes  
Hotel Rooms

**GRAND TOTAL OF EXPENSES** **\$20,000.00**

For further information, please feel free to contact me at (662) 272-5164.

Thank you in advance for considering our Event in your decision for funding this year.

Sincerely,

Fred Tolon

Fred Tolon  
Mayor

**Memphis BBQ Network National Invitation**

Gate Fee \$10.00 Arts & Crafts and all rides

Other Cities: Tunica, MS, Macon GA., Southaven, MS