

# Mississippi Development Authority

## Economic Development Marketing Grant Program

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### GUIDELINES FISCAL YEAR 2006

#### PROGRAM OBJECTIVE

The Economic Development Marketing Grant Program assists nonprofit economic development organizations in marketing cities, counties and regions as a site for business and industrial development. The project must be consistent with a marketing or recruitment plan.

Eligible applicants for funding include nonprofit economic development entities and local governments. Applicants should have a primary objective of promoting Mississippi to out-of-state markets as a site for industrial and business location/expansion.

#### PROCESS AND SELECTION CRITERIA

All projects for consideration must be submitted to the local MDA Regional Services office no later than the submission deadline. An MDA Grants Review Committee will carry out the selection process. Each application will be reviewed objectively and solely on the merits of the project. Projects will be ranked according to jobs created or sustained, people influenced outside Mississippi, potential capital investment, regionally based projects. All grant recipients will be notified in writing of the committee's decision. All projects must be completed within one year from the date of approval.

State law requires that the members of the Legislature from each respective awarded area must be notified in writing 5 days prior to the award being made.

#### APPLICATION REQUIREMENTS

Activities to be funded under the Economic Development Marketing Grant Program must be consistent with a regional marketing or local business recruitment strategy that is attached to and made a part of the application. Carefully review the application checklist located on page two of the application form before submitting your grant application. The checklist must be completed and included in your application.

#### PROJECT REQUIREMENTS

All projects receiving a grant must adhere to the following rules:

- Sign and return the letter of confirmation and Tax ID form to the MDA Regional Services Division within 15 working days after notification of grant or the project may be rejected for funding. (MDA will not give oral approval for projects.)
- Return a complete final report to the MDA Regional Services Division no later than 60 days from the approved completion date, or the project may be rejected for funding.
- List the project name (as listed on the grant application form) and the project code (as listed in the letter of confirmation from MDA) in all correspondence regarding an approved project.
- The application packet must include the original application with attachments, the Application Checklist, and five copies of the application with attachments.
- A copy of cancelled check(s) (front and back) providing proof of payments is included and attached to invoices.
- All funded projects must display the MDA logo and/or contain this grant phrase as appropriate: ***"Partially funded by the Mississippi Development Authority."***
- Funding will not be awarded until the final report is submitted to and accepted by MDA.
- Incomplete applications will be returned.

## **CHANGES IN PROJECT COSTS**

If the total cost of the completed project is less than the provided estimate, the organization will be awarded the designated percentage of the lesser amount. (Example: If project with a total estimate cost of \$4,000 received an award of 50% or \$2,000, and the actual cost was \$3,000. The project would receive 50% of the final cost, or \$1,500.) If the completed project cost is higher than the estimate, the organization will receive the amount originally approved when awards were made on project proposals.

## **CHANGES IN THE PROJECT**

If a project changes during the development stages, the grant recipient must write to the MDA Regional Services Division for approval. The letter must state the project name, project code, requested change, reasons for wanting to change, and any alterations in cost. Project changes will be submitted to the MDA Grants Review Committee for consideration.

## **AWARDING OF FUNDS**

State grant dollars must be matched 1:1 by the applying entity, not to exceed \$10,000 or \$15,000, if project is regionally based. Matching contributions must be in hard cash, not in-kind contributions. The match must be budgeted and allocated funds earmarked to the proposal. In the event of a local or regional economic urgency situation, the executive director may waive specific guideline requirements, as he/she deems practicable to the situation. Applying organization will be accountable for all monies awarded and responsible for submission and tracking all research and measurement of project results. Eligible and applicable costs will be refunded after submission and approval of the applicant's final report, which must be submitted to the MDA Regional Services Division within 60 days of the project's approved completion date. Funding will be available only after the project completion. All projects must be completed within one year from the date of approval. If the final report is late, the organization may be ineligible for future grants until project is closed out.

**Submission Date: February 1, 2006**

## **EXAMPLES OF *ELIGIBLE* PROJECTS:**

- Specific, time-limited research studies.
- Promotion through inclusion in computer databases to targeted audiences such as relocation consultants.
- Direct mail pieces to targeted audiences such as relocation consultants (does not include postage).
- Participation in trade shows out-of-state, including booth design, give-away items, booth registration fees, etc. Not for individual participant related costs.
- Production of printed materials, such as brochures and inserts.
- Production of slide presentations, videotapes, DVD's and CD ROMs intended for dissemination to relocation consultants, corporate executives, or other industry or business representatives involved in expansion or relocations activities.
- Advertising through mass media, including newspapers, magazines, radio, television, Internet and billboards.
- Public relation expenses related to the production of an event, such as production of media kits, media training, ongoing media contact, on-site coordination of media, set-up of interview area and media room, and costs associated with special broadcast media set-up requirements.
- Design of an Internet web site, not for ongoing Internet access or website hosting costs.
- Familiarization tours for relocation consultants. To be used for consultant related expenses only, such as travel, meals and lodging.

**PROJECTS *INELIGIBLE* FOR FUNDING:**

- Administrative costs.
- Salaries.
- Entertainment or honoraria.
- Travel, food, beverages, and lodging for salaries of personnel or volunteers of organizations.
- Equipment purchases/rentals.
- Beauty pageants and parades.
- Promotional items, unless part of an out-of-state marketing activity.
- Stationery, toll-free numbers, membership solicitation literature.
- Unreasonable and excessive agency costs that exceed 25 percent of the total cost for printed material. (Agency costs are costs not billed directly from prepress, printing, illustrations or photography by vendors.)
- Unreasonable or excessive technical costs.
- Construction costs.
- Activities or materials that violate the law.
- Tourism marketing projects.
- Airport or port marketing projects, unless part of a plan to market an airport or port industrial site or available building.
- Internet access or web site hosting costs.
- Organization membership directories.
- Trade show/expo hosting or sponsorships.
- Alcoholic Beverages.
- Already completed projects or projects already in progress.

For more information, please contact your MDA Regional Office.

**Mississippi Development Authority**  
Economic Development Marketing Grant Program

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APPLICATION FORM  
FISCAL YEAR 2006

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ www: \_\_\_\_\_

Project Title: \_\_\_\_\_

Describe Project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

County/Counties participating in project: \_\_\_\_\_

Total Project Budget: \$ \_\_\_\_\_ (Include only eligible expenses/attach detailed budget description)

Amount Requested: \$ \_\_\_\_\_ (Up to 50% of eligible project costs - not to exceed \$10,000 or \$15,000 if regional project)

Source of Local Funds: \_\_\_\_\_

Please describe the end product. (Attach detailed explanation) \_\_\_\_\_

\_\_\_\_\_

Do you expect to influence those outside Mississippi? \_\_\_\_\_ Yes \_\_\_\_\_ No

Approximately how many people will your activity reach? \_\_\_\_\_

Will this project create or sustain jobs in your area? \_\_\_\_\_ Yes \_\_\_\_\_ No

Explain \_\_\_\_\_

\_\_\_\_\_

How will this project affect the local and/or state tax base? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What benefits will this project bring to your community? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**APPLICATION CHECKLIST**

Place your initials in each blank to acknowledge that you have read, understood, and agree to comply with each regulation.

- \_\_\_\_\_ The application packet must include the original application with attachments, five copies of the application with attachments.
- \_\_\_\_\_ Copy, layouts, storyboard or facsimiles to show design and content are attached. If a project is a reprint or if design will be of minimum charge, attach previous and/or similar projects with description of changes.
- \_\_\_\_\_ A mailing address, telephone number, E-mail address, or web site address is listed for inquirers to request additional information.
- \_\_\_\_\_ The project is professionally produced.
- \_\_\_\_\_ The application identifies target audiences, demonstrates potential for economic return and provides research tracking/measurement.
- \_\_\_\_\_ The application identifies means of distribution where applicable.
- \_\_\_\_\_ The application is signed by both the Project Director and the MDA Regional Office Manager.
- \_\_\_\_\_ The logo and grant phrase, "***Partially funded by the Mississippi Development Authority,***" is displayed.
- \_\_\_\_\_ Attach a copy of Marketing/Business Recruitment strategy of the applying agency.
- \_\_\_\_\_ Attach a copy of letters of corroboration from all involved entities.
- \_\_\_\_\_ Attach a detailed budget and description of end product.

**Submission deadline: February 1, 2006**

Project Director/Title	Date	MDA Regional Manager	Date
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For more information on the Economic Development Marketing Grant Program, contact the local MDA Regional Office or visit the MDA website at [www.mississippi.org](http://www.mississippi.org).

**Mail Application to:  
Mississippi Development Authority  
Regional Services Division  
PO Box 849  
Jackson MS 39205**



**(Sample Invoice)**

Retype this invoice on your letterhead, fill in the information for your project and include with your final report.

**INVOICE FOR RECEIPT OF PAYMENT**

PROJECT DIRECTOR  
ORGANIZATION NAME (AS LISTED ON THE TAX ID FORM)  
MAILING ADDRESS  
CITY, STATE, ZIP  
PHONE NUMBER  
EMAIL ADDRESS

PROJECT TITLE: \_\_\_\_\_

PROJECT CODE: \_\_\_\_\_  
*(This number is listed in the Letter of Confirmation from MDA.)*

ESTIMATED COST OF PROJECT LISTED ON APPLICATION \$ \_\_\_\_\_

ACTUAL COST OF PROJECT \$ \_\_\_\_\_  
*(Only approved expenditures relating to grant project original application.)*

**MATCH GRANT AMOUNT DUE** \$ \_\_\_\_\_

(If project cost is less than estimate, you may receive only the designated percentage of the actual cost. If project cost exceeded the estimate, you may receive only the original grant amount awarded not to exceed \$10,000 or \$15,000 if a Regional Project.)

For more information on the Economic Development Marketing Grant Program, contact the local MDA Regional Office or visit the MDA website at [www.mississippi.org](http://www.mississippi.org).

**Mail to:**  
**Mississippi Development Authority**  
**Regional Services Division**  
**PO Box 849**  
**Jackson MS 39205**