

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

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**GUIDELINES**  
**FISCAL YEAR 2007**

**Submission Deadline: Monday, October 1, 2007**

**PROGRAM OBJECTIVE**

The Economic Development Marketing Grant Program assists nonprofit economic development organizations or local governments in marketing cities, counties and regions as a site for business and industrial development. **Applications should have a primary objective of promoting Mississippi to out-of-state markets as a site for industrial and business location/expansion.**

**APPLICATION REQUIREMENTS**

Activities to be funded under the Economic Development Marketing Grant Program should be consistent with a regional marketing or local business recruitment strategy that is attached to and made a part of the application, if available. 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.

**PROCESS AND SELECTION CRITERIA**

All projects for consideration must be submitted to the local MDA Regional 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 1) meeting the primary objective, 2) regionally based projects, and 3) people influenced outside Mississippi. All grant recipients will be notified in writing of the committee's decision. All projects must be completed within one year from the estimated completion date. Projects not completed within 12 months of the estimated completion date may be rejected for funding. Rejected projects, not already in progress, can be resubmitted at the next scheduled submission deadline. 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.

**AWARDING OF FUNDS**

State grant dollars must be matched 1:1 by the applying entity. Local economic development organizations (single community/county) are eligible for up to \$10,000 per project with a total estimated cost of \$20,000 or more. Regional economic development organizations (two or more communities/counties) are eligible for up to \$15,000 per project with a total estimated cost of \$30,000 or more. Matching contributions must be in hard cash, not in-kind contributions and must meet the eligible criteria below. 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 estimated completion date. Funding will be available only after the project completion. All projects must be completed within one year from the estimated completion date. Projects not completed with 12 months of the estimated completion date may be rejected for funding. Rejected projects, not already in progress, can be resubmitted at the next scheduled submission deadline.

## PROJECT REQUIREMENTS

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

- Must 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. Return a complete final report to the MDA Regional Services Division no later than 60 days from the estimated completion date, or the project may be rejected for funding.
- Must have a current W-9 form with a Federal Tax ID Number on file at MDA.
- List the project name (as listed on the grant application form) and the grant fund number (as listed in the award letter) in all correspondence regarding an approved project.
- The application packet must include two copies of the application with attachments, and two copies of the signed Application Checklist.
- A copy of vendor invoices and a copy of proof of payment to vendors must be provided with the Invoice and Final Report Checklist. (Examples of proof of payment: canceled checks, bank statements, vendor receipts, etc.)
- All funded projects must display the MDA logo and/or contain this grant phrase as appropriate. The logo and phrase can be found on the MDA website at ([www.mississippi.org/content.aspx?url=/page/2011&](http://www.mississippi.org/content.aspx?url=/page/2011&))



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- Funding will not be awarded until the final report is submitted to and accepted by MDA.
- Incomplete applications will be returned.
- MDA will not give oral approval for projects.

## 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 (50%) of the lesser amount. (Example: If a project with a total estimated 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 approved project cost, the organization will receive the amount listed in the Award Letter.

## 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, grant fund number, 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.

## **EXAMPLES OF ELIGIBLE PROJECTS/COSTS:**

- 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 relocation 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 for not for profit organizations with the primary purpose of economic development marketing to out of state businesses and industries, not for ongoing Internet access or website hosting costs. Web sites must be linked to the MDA website ([www.mississippi.org](http://www.mississippi.org)).
- Familiarization tours for relocation consultants. To be used for consultant related expenses only, such as travel, meals and lodging.

## **PROJECTS/COSTS INELIGIBLE FOR FUNDING:**

- Salaries, honoraria, or administrative costs.
- Travel, food, beverages, entertainment, alcoholic beverages, and lodging for salaried personnel or volunteers of organizations.
- Equipment purchases/rentals, Internet access or web site hosting costs.
- Beauty pageants, parades, festivals, in-state trade show/expo hosting or sponsorships, and professional sporting events.
- Promotional items, unless part of an out-of-state marketing activity.
- 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.)
- Activities or materials that violate the law, such as lobbying.
- Tourism marketing projects.
- Airport or port marketing projects, unless marketing an industrial site or available building.
- Downtown marketing projects, unless part of an out of state promotion effort.
- Organization membership directories, newsletters, stationery, toll-free numbers, membership solicitation literature, and business cards.
- Construction costs, in-state billboards, industrial park signs, engineering services, or community master planning/comprehensive planning.
- Already completed projects or projects already in progress.

For more information, please contact your MDA Regional Office.