



Harrison County Tourism Commission's Marketing Assistance Program

Who is eligible?

- Any non-profit or not-for-profit entity domiciled in Harrison County.
- Any non-profit or not-for-profit organization sponsoring an event in Harrison County.

What does the Marketing Assistance Program do?

- Helps eligible partners in advertising their product and/or event to potential visitors outside the six-county area (Harrison, Hancock, Jackson, Stone, George, and Pearl River counties) by offering an up-to-50% match for applicable advertising efforts or by consulting entities in organizing advertising efforts.

What advertising efforts are considered applicable?

- First and foremost, the advertising must take place outside the before-mentioned six-county area.
- Advertising through mass media:
 - a) Radio
 - b) Cable or regular TV
 - c) Registration or booth expenses for out-of-market consumer shows
 - d) Internet
 - e) Print (newspapers and magazines)

What is the process?

- STEP 1** – Attend a mandatory MAP workshop or schedule an individual meeting to go over the guidelines with the Director of Marketing, Nicole Learson.
- STEP 2** – Fill out an application, including all needed proposed bids, tools of measurement, and your anticipated advertising plan, including estimates, rough copy, mock-ups and comps.
- STEP 3** – Turn in the completed application a minimum of four (4) months prior to the completion of the project.
- STEP 4** – In 30 days, you should receive a letter from HCTC informing you if and to what degree HCTC has approved advertising of your program/event.
- STEP 5** – Any changes or amendments to the approved application must be approved by HCTC prior to completion.
- STEP 6** – If you do not have an advertising agency, submit copy to HCTC. Through its contracted advertising agency HCTC will create advertising, submit an advertising proof to you for review and complete the advertising placement. If you have an advertising agency with whom you are working and have been awarded advertising assistance, HCTC must be given the opportunity to approve design and advertising before it is placed.
- STEP 7** – When the approved project is completed, you and/or your organization has 60 days to submit its final report. If the report or amendment is not submitted to HCTC within 90 days of the project's completion, HCTC's agreement with your organization is considered null and void.

Checklist for Application

- Completed Application (current year)
- Expected Tools of Measurement
- Total Project Budget
- Rate Cards and/or Proposed Bids
- Media Schedule and Expected Reach
- Plan of Distribution
- Planned Sources of Funding
- Non-Profit status tax form

Checklist for Final Report

- Copy of Application & Acceptance Letter
- Measured Results or Outcome
- Copies of Specified Sample of Completed Surveys
- Copy of Invoices & Payment
- Proof of Distribution
- Project Overview

Any Other Requirements?

- All funded projects must contain the following phrase, visible to the public: “This project (or event) is partially funded by the Mississippi Gulf Coast Convention & Visitors Bureau.” Also, all ads and promotional material must include the Mississippi Gulf Coast CVB’s logo (Mississippi Gulf Coast) and website URL.
- Awardees must allow the CVB to review all promotional material prior to execution.
- Events must have a sample of attendees complete our Event Survey. Below are the required sample sizes.

Size of Target Population	Sample Size Needed <small>(95% Confidence Level)</small>
Up to 1,000	375
Up to 2,000	462
Up to 3,000	500
Up to 4,000	522
Up to 5,000	536
Up to 10,000	566
Up to 20,000	583
Up to 50,000	593
Up to 75,000	595
Up to 100,000	597

Also Important to Note

- The Marketing Assistance Program was created as an incubator to local tourism-related projects and/or events. It is intended to help ensure their success and encourage growth toward self-sufficiency. HCTC reserves the right to decide on a per-application basis on which and to what degree they assist in a project.
- Previously awarded applicants can reapply the following year for up to three years at decreasing award levels. Funding will be awarded on a case-by-case basis.
- Partial pre-payment of up to 50% of the total approved funding can be issued against paid invoices for contracted media purchases.
- If you do not have an advertising agency, HCTC must provide the creative and labor for your awarded advertising. If you have an advertising agency with whom you are working, you have a choice to allow your agency to place the media buy and execute the advertising with the approval of HCTC or you may choose to allow HCTC, through its contracted agency, to execute same.