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**Jefferson Convention & Visitors Bureau, Inc.  
Kenner Tourism Event Funding Application Form**

**Organization Information**

Application Date: \_\_\_\_\_  
Organization Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person & Title: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

**Event Information**

Name of Event: \_\_\_\_\_ Amount requested: \_\_\_\_\_  
Event Date(s): \_\_\_\_\_ Event Location(s): \_\_\_\_\_  
Describe the Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe how the event meets the four funding criteria below:

- Ability to generate significant economic activity within the City of Kenner through generation of overnight stays  
\_\_\_\_\_  
\_\_\_\_\_
- Ability to draw people from outside the local market or attract a new visitor audience  
\_\_\_\_\_  
\_\_\_\_\_
- Ability to generate out-of-area marketing event/destination exposure including PR, traditional media, web and social media  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Attendees outside of Kenner: \_\_\_\_\_ Estimated Total Attendees: \_\_\_\_\_  
Estimated number of hotel rooms generated: \_\_\_\_\_  
How will visitor attendees and room nights be tracked? \_\_\_\_\_  
How specifically will the funds be utilized? \_\_\_\_\_  
How will the CVB be recognized for sponsorship? \_\_\_\_\_

**Signature of Applicant:** \_\_\_\_\_ **Date:** \_\_\_\_\_