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

Purpose:

The mission of the Kenner Tourism Event Fund is to fund tourism projects within the City of Kenner that positively impact Kenner's economy and exhibit positive tourism potential. These funds are for events that generate hotel room-nights, day visitors and marketing visibility to increase awareness of the destination and propensity to experience Kenner.

Qualifying Applicants:

Applicants must be organizations seeking to produce and promote a well-defined tourism-oriented festival, event or meeting/conventions. Event funds will be issued thirty (30) days prior to the event. Applicants must submit proof of event liability insurance and a completed W-9 tax form to the Jefferson Convention & Visitors Bureau, Inc. (JCVB) prior to the organization receiving any funding.

Individuals are ineligible. Ineligible events are those that give political gain to any organization, personal or political gain to an individual, or those that are already past.

The applicant organization must complete and submit an Event Funding Application form and event schedule. **Only completed applications will be considered for funding.**

Funding Criteria:

In awarding Kenner Tourism Event Funding, greatest consideration will be given to festivals, events and meetings/conventions based on the following criteria:

- Ability to generate significant economic activity within the City of Kenner through the generation of overnight hotel 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

In addition, JCVB will promote festival/event/meeting/convention on www.experiencejefferson.com and www.experiencekenner.com and will encourage Kenner hotels to create overnight packages incorporating the event.

Guidelines and Requirements:

Jefferson Convention & Visitors Bureau, Inc. must be recognized as a sponsor, commensurate with the level of the award, in the festival/event/meeting/convention advertising or promotional materials. Hotel blocks must be initiated through the JCVB Senior Sales Manager – Kenner, Chris Smits. The maximum funding level for any one application is \$5,000. Events may be awarded a funding amount lower than requested amount. An organization may submit multiple applications for multiple events, but only one application may be submitted for any event. If the event is cancelled notification shall be given to the JCVB. If the event is not rescheduled in a reasonable time period, monies shall be returned to the JCVB.