Oxford Partnerships Application
Fiscal Year 2018-2019

I. Mission Statement

The mission of Oxford Partnerships is to provide development, growth, and enhancement of tourism and conventions in Oxford, Mississippi, including but not limited to sports, festivals, and other special events including the arts and humanities and culturally diverse events.

II. General Guidelines

This program provides funds for qualified applicants submitted by eligible organizations. All applications recommended for funding are subject to final approval by the Oxford Tourism Council and Oxford Partnerships Committee. If approved, the recipient will receive an acceptance letter from Partnerships Manager, Jessica Lynch, with approved funding and the expected date of funds.

1. Completion and submission must be at least 30 days prior to the date of funds needed.
2. An itemized budget for the proposed event for which the funds are requested.
3. Eligible recipients: festivals, performances, sporting events/tournaments or exhibits that occur in Oxford are designed to attract a diverse group of participants from outside Oxford. Ideally, the recipient will reinforce Oxford as a tourist destination.
4. Funding is available for events occurring October 1, 2018-Septemeber 30, 2019 and must be used during that time. Funding will be distributed on a first come, first serve basis with available funds.
5. Funding may be used for promotion, administrative costs, performance fees, meals, staff, and/or lodging.
6. Funding may not exceed $3,000.00. *Requests for more than $3000 may be available based on funding and tourism impact.
7. A follow-up report post event is required to account for the funds spent and a report on the event's outcome. The follow-up report should be received from the grantees within 30 days of the conclusion of the event. The report needs to include: attendance figures, profit/loss statement for the event, estimated attendees from outside Oxford, and overall evaluation of the event.
8. Events that are funded by Oxford Partnerships must include the Visit Oxford logo on all materials (prior to event, during event and post event communication).
9. Emphasis will be given to proposal requests that directly and/or indirectly maximize the number of visitors who come to Oxford, especially if overnight accommodations are needed.

10. If funding is awarded, the recipient must return the signed award letter and funding agreement to Visit Oxford within 30 days of receiving acceptance letter.

The following list is not required but highly encouraged for those seeking funding:
- Past hotel room blocks, current hotel room blocks or proof of event overnights from Oxford Hotels
- Past event ticket sales and/or registration records complete with attendee's hometowns
- Media schedule for current event and a past year media schedule

III. Criteria and Scoring: (50 points maximum available)
➢ Purpose – 20 points – Eligible recipients are those that target visitors from outside Oxford and Lafayette County for the explicit purpose of generating hotel/motel/B&B business and sales among food and beverage businesses in Oxford.
➢ Timeline/Activities – 10 points - The event's branding and promotion generates year round value to Oxford and encourages visitors to visit outside of the event dates as well.
➢ Expected Outcomes – 10 points - The event generates visitors to Oxford during non-peak seasons (December, January, February, June, July)
➢ Cost analysis – 10 points – Event has been planned with community partners to maximize the return on investment for a significant economic impact to Oxford with socio-economic diversity

IV. Application

Name of Event/Program:		Date of application:	
Event Location:			
Date(s) of Event:		Year Event Began:	
Name of Organization:			
Address:		City, Zip	
Contact Name:		Title:	
Email:		Phone:	
Amount Requested:		Projected Total Expenses:	
Is organization for profit or non-profit?		Projected Total Revenue:	
Estimated Attendance:		Source of operating funds:	
Target Audience:		Where are attendees from?	

Organization website:	
Facebook:	
Twitter:	
Instagram:	
Other:	
Please describe the media schedule for the event or attach supporting document.	

V. PROJECT SUMMARY:

Please provide a comprehensive description of the event/project. Include purpose of the project, intended results of project, duration of event/project, location and target audience.	
Describe the timeline of events and activities for the requested funding event.	
What would you like the impact of this event or program to be?	
What will the funding be used for at the event?	

Has your event received funding from Oxford Partnerships in years past? If so, what years and amount received?	
Anticipated hotel/motel room nights generated. What hotels will be utilized for the event? If guests will be using other accommodations, please list those. Also, please list any steps that have been taken in communicating with overnight venues for room accommodations.	

Signature: _____

Date: _____

JESSICA LYNCH
PARTNERSHIPS MANAGER

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