

**CITY OF GAUTIER
MEMORANDUM**

To: Samantha Abell, City Manager
From: Patty Huffman, Grants & Projects Manager
Through: Chandra Nicholson, Director of Economic Development and Planning
Date: April 28, 2014
Subject: Letter of Support for Gautier Mullet & Music Fest's Tourism Development Grant Application

REQUEST:

The Economic Development and Planning Department requests City Council's support for the Gautier Mullet & Music Fest Committee's Tourism Development Grant application to the Mississippi Development Authority's (MDA) Tourism Division.

BACKGROUND:

The Tourism Development Grant Program, in its second year, supports small community events which promote Mississippi's heritage, culture and unique assets. The program encourages regional partnerships in the development and promotion of Mississippi's historic and diverse story. The primary use of grant funds is for advertising and marketing for events that attract overnight visitation. The Gautier Music & Mullet Fest received a \$4,000 grant last year. Requests for funding are limited to three consecutive years per event, and organizations must reapply each year.

DISCUSSION:

Events that occur from July 1, 2014 - June 30, 2015 are eligible. Events must have local support and provide a letter of support with the application from either the local tourism entity or unit of local government. The maximum award amount is \$5,000 per event. If funded, payment will be made after the event and upon full completion of the Project Clearance Report.

RECOMMENDATION:

The Economic Development and Planning Department recommends that City Council support the Gautier Mullet & Music Fest Committee's grant application to MDA for a Tourism Development Grant for the 2014 Gautier Mullet & Music Fest scheduled for October 2014.

The City Council may:

1. authorize submission of the attached letter of support for the Gautier Mullet & Music Fest's Tourism Development Grant application;
2. authorize submission of the attached letter of support with revisions; or
3. decline to offer a letter of support.

ATTACHMENT(S):

Letter of Support for Gautier Mullet & Music Fest Grant Application (draft)

*Mayor
Gordon F. Gollott*

*City of Gautier
Gautier, Mississippi*

*City Manager
Samantha D. Abell*

*City Clerk
Cynthia Russell*

*Council
At Large Mary F. Martin
Ward 1 Johnny Jones
Ward 2 Hurley Ray Guillotte
Ward 3 Casey C. Vaughan
Ward 4 Charles "Rusty"
Anderson*



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April 25, 2014

MDA Tourism Division
Tourism Development Grant
Post Office Box 849
Jackson, Mississippi 39205-0849
Attn: Leigh Portwood

Re: Gautier Mullet & Music Fest Grant application

Dear Ms. Portwood:

On behalf of the Gautier City Council, I would like to offer this letter of support for the Gautier Mullet & Music Fest's Tourism Development Grant application for the 2015 fiscal year. For many years, the Gautier City Council has approved a financial contribution to the festival as well as in-kind support services. This year's event marks the 24th Annual Gautier Mullet & Music Fest. The festival is one of our city's signature events and combines music, art contests, crafts, and games in a fun-filled two day event.

The event is held on the 3rd weekend of October and is scheduled this year for October 18th and 19th. Attendees enjoy the free admission, free parking, and free children's events as well as live music on two stages. The theme of the festival is "Celebrating Gautier as Nature's Playground". If awarded, grant funds would be used to expand the reach of the festival's current marketing and advertising to bring more tourists and people from outside the local area to the festival. The festival received \$4,000 in grant funding last year and benefitted from the increased advertising.

The City of Gautier and the Gautier Mullet & Music Fest Committee would appreciate consideration of this grant request again this year. Advertising and marketing provided through this grant funding will enable even more people to enjoy our community's hospitality.

Sincerely,

Gordon T. Gollott
Mayor

"Nature's Playground!"