

**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 10, 2015
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 FY2016 Tourism Development Grant application to the Mississippi Development Authority's (MDA) Tourism Division.

BACKGROUND:

The Tourism Development Grant Program, in its third 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 has received a grant for each of the last two years. Requests for funding are limited to three consecutive years per event, and organizations must reapply each year. After three years of funding, events must wait one state fiscal year before reapplying.

DISCUSSION:

Events that occur from July 1, 2015 through June 30, 2016 are eligible. Events must have local support and provide a letter of support with the grant application from either the local tourism entity or unit of local government. The maximum award amount is \$5,000 per event. If a grant is awarded, payment will be made after the event and upon satisfactory 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 FY2016 Tourism Development Grant for the 2015 Gautier Mullet & Music Fest scheduled for October 2015.

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 T. Gollott

City of Gautier
Gautier, Mississippi

City Manager
Samantha D. Abell

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
Ward 5 Adam D. Colledge

City Clerk
Cynthia Russell

3330 Highway 90
Gautier, MS 39553
Phone: (228) 497-8000
Fax: (228) 497-8028
Email: gautier@gautier-ms.gov
Website: www.gautier-ms.gov



April 22, 2015

MDA Visit Mississippi
Tourism Development Grant
Post Office Box 849
Jackson, Mississippi 39205-0849
Attn: Carla Moor and Leigh Portwood

Re: Gautier Mullet & Music Festival FY2016 Grant Application

Dear Ms. Moor and 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 2016 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 25th 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. We expect this 25th year to be even more special.

The festival is held yearly on the 3rd weekend of October and is scheduled this year for October 17th and 18th. 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 will be used for expenses such as the rental of a stage and sound equipment or for additional advertising to bring more tourists and visitors from outside the local area to the festival. This event has benefited greatly from Tourism Development Grant funding during the last two grant cycles.

The City of Gautier and the Gautier Mullet & Music Fest Committee appreciate your consideration of this grant request for fiscal year 2016 funding. We look forward to sharing our community's hospitality and spreading the Visit Mississippi message to many festival attendees this fall.

Sincerely,

Gordon T. Gollott, Mayor