



# JACKSON PARISH TOURISM BOARD

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## TOURISM PROMOTION ASSISTANCE

The Jackson Parish Tourism Board (JPTB) was created to promote the parish's history, art, culture, folk life, recreational and leisure opportunities; natural and scenic resources; transportation; sites; attractions; accommodations; and events, especially to visitors from outside Jackson Parish

If your organization/agency works to bring visitors to enjoy Jackson Parish events and attractions, we welcome requests to assist you to promote and bring greater awareness of all our area has to offer.

As a public agency, we are bound by the laws and regulations designed to ensure that public funds are spent ethically and prudently. Because there is a process to be followed that takes some time, please plan your requests for JPTB accordingly.

- Visitors are always welcome to our meetings (usually on the third Tuesday of each month; please confirm at [jacksonparishpolicejury.org/meetings](http://jacksonparishpolicejury.org/meetings)) and may offer public comments at the beginning of the meeting.
- Funds may only be disbursed to a 501 (c) non-profit in good standing with the Internal Revenue Service. The JPTB *may* be able to assist

other organizations with promotional activity, but not by direct fiscal assistance.

- At least two weeks prior to a regularly scheduled meeting, those requesting assistance from the JPTB must submit a **written request** clearly stating the reason/event, amount requested, and event date(s). Please note that a request made during the public comment portion of a meeting **MUST** be followed up with a written request which will be placed on the agenda of a subsequent meeting to then be considered and voted upon.
- Promotion/event funding assistance that is approved will be submitted for payment through our tourism funds allocated by the Jackson Parish Police Jury. That payment may take up to three weeks to process **AFTER** Board approval. Although the JPTB will make every effort the act quickly, if more information is needed, on rare occasions a request may be deferred to a later meeting.
- Entities receiving financial assistance **MUST** acknowledge support from the JPTB in any print or digital promotions. The JPTB logo is available. The following acknowledgment **MUST** be provided:

“Promotional assistance for \_\_\_\_ (name of event) \_\_\_\_ is provided in part by the Jackson Parish Tourism Board. Follow them on Facebook at Visit Jackson Parish. Website: [www.VisitJacksonParish.com](http://www.VisitJacksonParish.com).”