

# Tourism Marketing Grant

**Program Guidelines**

**Application**



**Contents**

Tourism Marketing Program ..... 3

Guidelines and Eligibility..... 4

Fundable Activities ..... 5-6

Non-Fundable Items, Grant Payments, Questions ..... 7

Application ..... 8-11

The mission of the Tourism Division is to encourage the traveling public to visit and travel within Kansas by promoting recreational, historic, and natural advantages of the state and its facilities.

The Tourism Marketing Grant has been developed to support the Division's mission by assisting Destination Marketing Organizations (DMO), tourism communities, and travel industry businesses with first time marketing and promotion activities. Funding through this partnership with Kansas Tourism is intended to increase travel to tourism destination sites while enhancing the state's image. This grant leverages the Division's resources and extends the marketing reach of Kansas tourism communities.

Applications will be accepted throughout the year. Grant awards will be announced in March and October of each year.

**Deadline for submitting the application:**

- **January 1<sup>st</sup> for a March award with projection completion of March 3<sup>1st</sup> of the following year**
- **August 1<sup>st</sup> for an October award with a project completion of October 31<sup>st</sup> of the following year**

Applicants should plan ahead. The application review process can take up to two months and applicants may be asked to participate meeting by phone or in person. Funds will not be awarded to projects that are in process or whose begin dates are prior to the award date. The time period for completing the grant project will be assigned when the grant is awarded and will be based on the grant project timeline.

The grant will reimburse up to 40 percent of actual marketing expenditures for a single grant project. The final cost of the project determines the actual amount reimbursed not to exceed the amount specified in the contract. An organization shall not receive more than \$10,000 in a single fiscal year. Only one grant application shall be accepted for a multiple-community project. One contact person will be identified to represent the collective group. All of the communities involved shall submit a letter of commitment and indicate the dollar amount they will contribute to the project. The letters of commitment need to be included in the application.

**Funding:**

Applicants must provide (as leveraged funding) at least 60% of the cost of the Project. Fifty percent of the leveraged funding may be in-kind contributions

**Leveraged Funds:**

Leveraged funds may include bank loans, bonds, sponsorships, federal grants, cash, and in-kind contributions defined as donated goods or labor. Bookkeeping and organizational salaries do not qualify as in-kind. Documentation (attached to application) of in-kind contributions must show basis for which donated goods or labor are valued.

## Eligibility and Grant Requirements

- The applicant organization must be in good standing in other Division programs such as Kansas Travel Guide listings, Division's Co-op Marketing, Grant Programs, and so on.
- Organizations must be listed on the Division's website, TravelKS.com.
- The organization shall demonstrate that it has invested in local tourism groups.
- All promotional materials shall be in good taste. Promotional materials will be reviewed during the application process.
- The Kansas Tourism brand shall be included in promotional materials. The application must show how the brand will be incorporated into the promotional materials.
- Grant awards shall support first time-marketing efforts. The grant is not intended to sustain ongoing marketing programs.
- All organizations who are not the primary DMO in their community shall include a letter of support from the local DMO.  
*A Destination Marketing Organization (DMO) is the principal organization of the given city, community or region that is organized to represent a specific destination for the purpose of travel and tourism development and is defined and authorized by its incorporated local government entity as the representative organization exercising this function.*
- Grant funds cannot be used to participate in other Kansas Tourism programs.
- Grants cannot be used in conjunction with open Attraction Development Grants.
- Failure to comply with these guidelines may result in the denial of future grant requests.

## Fundable Activities

- Media Placement  
First-time print and broadcast advertising shall focus on markets over 50 miles from the event, attraction or community. The application must address the expected economic benefit to the community through the attendance generated by the media placement, such as meals purchased, overnight stays, and so on.
- Graphic Design and/or Printing of Promotional Materials  
A detailed description of the promotional materials shall be submitted for all design work. An example of the design shall be included in the application. A distribution plan shall be submitted with all requests for brochure and guide design and printing.
- Strategic Marketing Plan  
A copy of the marketing plan must be submitted with the final reimbursement request
- Out of State Marketing or Comprehensive Regional Marketing  
Must be for a new attraction, new exhibit, new event or new festival
- Trade Shows  
The grant will fund an organization's first-time attendance at consumer out-of-state trade shows including booth space fees and travel expenses but excluding meals.
- Website Design or Enhancement  
The grant will fund website design and enhancement.
- Digital Marketing  
The grant will fund the purchase of email list, mobile marketing, and ad agency support for digital marketing.
- Market Research  
The grant will fund first-time tourism market research. A copy of the research results shall be given to the Tourism Division prior to or at the time the request for grant payment is submitted.
- Sports Marketing  
The grant will fund bid fees, event marketing, and other appropriate event activities that directly support the cost to set up and run the event. The grant will not fund event management salaries or event prizes.
- Brochure and Guide Distribution  
The grant may fund regional brochure or guide distribution that is done through a professional distribution company. The distribution schedule for the planned regions and dates shall be included in the application.

- Marketing for Destination Dining, Shopping and Lodging

Businesses must explain how they fit within the definition of destination dining, shopping, and lodging. The pre-application must document the number of visitors to the business, the distance visitors traveled and detail how this information was collected.

*Destination dining, shopping, or lodging businesses are those businesses where one-third or more of the customer base travels at least 30 miles or further from its home communities to engage in the unique dining, shopping or lodging experience.*

- Signage

The grant will support the cost and placement of signs associated with the TODS and Brown Attraction Signs when the business or attraction has received approval for such signage through the TODS or Brown Attraction Signage programs. The grant will not support signage located on business or attraction property.

- Billboards

The grant will fund first-time billboard rental and production. Billboards funded through this program are intended as a marketing activity. Billboards used solely as directional signage will not be considered.

- Public Relation & Media Activities

The grant will fund first-time PR Media activities such as development of a press DVD, an online image asset library, a first-time press event, and so on.

- Direct Mail Marketing

The grant will fund-first time printing and cost to mail a “direct mail” piece. Pre-application must provide details of intended economic benefit of the promotional piece and include why the particular target market was chosen.

- Video and Photography

The grant will fund initial high-definition (HD) video and photography for promotional and media use. A copy of the video footage and/or photography shall be given to the Division prior to or at the time the request for grant payment is submitted.

- Community Travel Information Centers

Communities participating in the Division’s Community Travel Information Center (C-TIC) program may apply for funding to support activities such as: electronic travel information kiosk, indoor and outdoor brochure and guide racks, and the purchase and installation of backlits, and duratrans. These items shall be located at the C-TIC. The backlits and duratrans will be used to promote regional and community tourism industry businesses.

## **Non-fundable items**

Following are items that are non-fundable through the grant program:

- Marketing of local community events that promote mostly to local citizens and are attended predominantly by local citizens
- Marketing projects of State government funded organizations
- Association memberships
- Salaries and wages
- Entertainment and honorariums
- Items for re-sale
- Local and state beauty pageants and parades
- Postage and material inventory
- Bumper stickers, program booklets, stationery, and membership solicitation literature
- Promotional items, prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, and floats

## **Grant Payment**

The Tourism Marketing Grant is a reimbursement grant. All requests for grant funding payments are due within one month of the project's completion. An invoice and cancelled check showing paid status and examples of finished product shall be submitted with the request for payment. A Final Report is due with the last request for reimbursement.

## **Questions**

For assistance contact Taylor Hartshorn at (785) 296-8951 or email [taylor.hartshorn@ks.gov](mailto:taylor.hartshorn@ks.gov)

# Tourism Marketing Grant Application

*Deadline for submitting the application:*

- *January 1<sup>st</sup> for a March award*
- *August 1<sup>st</sup> for an October award*

Please review the Tourism Marketing Grant Program Guidelines before completing this form.

## (1.) Business Information

Organization Name \_\_\_\_\_

Project Coordinator Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Z.I.P. \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ E-mail Address \_\_\_\_\_

Organization's Website \_\_\_\_\_

## (2.) Project Information

Project Name \_\_\_\_\_

Estimated Begin Date \_\_\_\_\_ Estimated Completion Date \_\_\_\_\_

Have you or any of the applicant partners previously received a Marketing Grant?

Yes \_\_\_\_ No \_\_\_\_

If you answered yes, please give short description of project and date funding was awarded.

\_\_\_\_\_  
\_\_\_\_\_

## (3.) Funding Information

(The pre-application costs should be estimated as closely as possible. Firm cost shall be submitted on the final application.)

Total Project Cost \$ \_\_\_\_\_

Grant Funds Requested \$ \_\_\_\_\_

Cash Leveraged Funds \$ \_\_\_\_\_

In-kind Leveraged Funds \$ \_\_\_\_\_





For projects supported by multiply communities:

Community Name \_\_\_\_\_ Match\$ \_\_\_\_\_

Community Name \_\_\_\_\_ Match\$ \_\_\_\_\_

Community Name \_\_\_\_\_ Match\$ \_\_\_\_\_

Community Name \_\_\_\_\_ Match\$ \_\_\_\_\_

**(4.) Required Information**

Each of the following must be addressed on separate sheets of paper and attached behind the business and funding information page. Incomplete applications will be returned to applicant.

- Detailed description of the grant project to include, when applicable, the following information:
  - A design copy
  - The distribution plan
  - The sign and billboard locations
  - The market research target
  - Quantity of promotional pieces to be printed, distributed, and/or mailed
  - Any other supporting documents
- Grant project schedule to include, when applicable, the following information:
  - The proposed media placement and schedules
  - The event and trade show date
  - Any other dates related to the project work
- Letters of Support:
  - The applicant's DMO
  - Multiple community participants' letters of involvement to include the dollar amount the community will provide to the project
  - Other community letters of support
- Estimated project cost to include copies of professional service bids such as creative design, print, Website design/enhancements, video, photography, etc.
- Provide a copy of your organization's annual marketing plan for the prior and current year.
- What do you expect the economic benefit will be to your community or region as a result of this marketing activity?

- Do you expect an increase in overnight stays in your community as a result of this marketing activity?
- Are new partnerships being formed to support the grant activities?
- How will you measure your return on investment?
- What other funding sources have you applied for or considered to support the grant project?
- Will you be able to complete this project if we are unable to fund your request?
- If grant funds are being requested for TODS or Brown Attraction Signage, provide documentation that shows you have submitted a request to participate in these programs. A copy of the approval document shall be submitted with the final tourism marketing grant application.
- If grant funds are being requested for C-TIC activities, provide documentation that you have submitted a request to be designated a C-TIC. A copy of the C-TIC approval document shall be submitted with the final tourism marketing grant application. If you are presently a state designated C-TIC, no documentation is required.
- The Grantee must acknowledge Kansas Tourism as a sponsor of the Project.
- Where applicable, use of the Kansas Tourism Logo will need approved along with the following statement: **“Funded in part by Kansas Tourism”**

**(5.) Mail the original and four copies of the completed application to:**

Kansas Tourism  
 Tourism Division  
 Attn: Taylor Hartshorn  
 1000 SW Jackson St STE 100, Topeka, KS 66612

**Authorized Signatures**

**(6.)**

I have read the grant guidelines and have accurately completed this application. I understand that this is a competitive grant process and that I must meet the eligibility requirements outlined in the grant guidelines in order to be considered for a grant. I acknowledge that I have the authority to submit this application and commit the matching funds.

I understand that it is a criminal violation under Kansas Law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date