



# ATTRACTION DEVELOPMENT

## *Grant Program*

### *Overview:*

The Attraction Development Grant Program (ADGP) is designed to assist in the development of sustainable, market-driven travel experiences within the state that will influence destination travel decisions by identified travel customers, creating economic impact resulting from the creation of jobs, capital investment, revenue, and visitation in Kansas. Funding for the Attraction Development Grant Program is provided by Kansas Tourism and is outlined in state statutes K.S.A 32-1420, K.S.A 32-1421, and K.S.A 32-1422.

### *Purpose:*

The intent of the ADGP is to provide strategic economic assistance to public, private entities and not-for-profit groups that are developing new, or enhancing existing tourism attractions in the state of Kansas.

The types of projects we are looking for with ADGP are those that will bring new visitors to Kansas. All projects should have an accountable tie to the tourism industry.

### *Goals of the Kansas Attraction Development Grant Program are:*

- Spur economic growth
- Develop destination-based assets
- Increase visitation to Kansas
- Enhance visitor experience
- Improve the quality of life in communities across the state

### *Eligible Applicants:*

- Not-for-profit organizations
- Government agencies – cities, counties, townships, federally recognized Indian Tribes



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- For-profit business
- Indian Tribe or a consortium of Indian Tribes
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State

### *Award Information:*

- A maximum of \$250,000 total will be awarded in this fiscal year.
- A maximum of 20% of total grant funding may be granted to any single entity.

### *Application Timeline:*

- Grant Opens: February 1, 2022
- Application Deadline: March 31, 2022 5:00 PM
- Grant Awards Announced: May 2, 2022

All awarded projects must be completed by December 31, 2023.

If there are additional dollars available after this round, a second and/or third round may be offered.

### *Application Procedures:*

- Online applications can be found here: <https://www.travelks.com/travel-industry/programs-and-resources/grants/>
- Questions and submission of additional documentation should be directed to Taylor Hartshorn, Kansas Tourism, 1000 SW Jackson St. Suite 100, Topeka, KS 66612. 785-296-8951 [taylor.hartshorn@ks.gov](mailto:taylor.hartshorn@ks.gov)
- Applications that are incomplete or missing documentation will be returned to the applicant.

### *Funding:*

- The ADGP is a 60/40 grant. Applicants must provide a minimum of 60% of the project's cost from leveraged assets.
- 50% of leverage funding may be in-kind contributions.
- ADGP is a reimbursable grant
- Grant awards will follow the guidelines outlined in K.S.A 32-1420.

Any entity with an open, incomplete Attraction Development Grant may not apply for additional grant funding. A grant is complete at the time all grant funds have been paid, all reports have been submitted, and the grant period has expired.



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### *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. If a grant project manager's salary is used as leveraged funding, applications will need to have documentation of the duties, the salary, and begin and end date of employment. Documentation of in-kind contributions must show basis for which donated goods or labor are valued.

### *Unallowable Leveraged Funds:*

- Cost incurred or funds expended prior to the start date of the grant contract
- Funds from other State of Kansas Departments or other Kansas Tourism funding programs including any TASK grant funding.
- Existing equipment, buildings, furnishings, or inventory that are presently owned by organization
- Post Project costs such as normal operational expenses
- Debt refinancing
- Land or building acquired prior to the start date of the grant contract
- Applicants shall not utilize any state moneys to meet the matching requirements under the provisions of this program including any TASK grant funding.

### *Eligible Projects and Activities:*

For the purpose of K.S.A. 2019 Supp. 32-1420 through 32-1422, and amendments thereto, "tourist attraction" means a site that is of significant interest to tourists as a historic, cultural, scientific, educational, recreational or architecturally unique site, or as a site of natural scenic beauty or an area naturally suited for outdoor recreation. These may include the following.

- New attraction construction
- Enhancement to an existing attraction
- New or enhanced attraction exhibits to improve a visitor experience

### *Ineligible Projects and Activities:*

- Casino or any establishment operating class 3 gaming
- Racetrack facilities
- Travel or trade shows
- Refinancing of debt
- General upkeep or improvements (improvements should be supported through the organization's operating budget)



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- Normal operating expenses (staff salaries, rent, phone, supplies, postage, photocopying or other expenses associated with the ongoing normal administrative functions)
- General promotional brochures
- Community centers whose primary use is by local residents
- Projects not having sustainable, accountable ties to the tourism marketplace
- Grant administration fees

### *Release of Information:*

Information submitted to Kansas Tourism relating to the application may be subject to the Open Records Law (K.S.A. 45-215 et seq.). Confidentiality will not be guaranteed.

### *ADGP Evaluation and Selection Process:*

A committee of three will be selected to review all applications and make recommendations for grants, pursuant to K.S.A 32-1421.

The evaluation used to assess the Project's economic impact on tourism development will depend primarily on adequate documentation of the following criteria:

#### I. Visitation

- Out-of-state visitation from multiple states should represent greater than 20% of total annual visitation to be considered a major, unique, destination attraction.
- A minimum of 30% of total annual visitation should be drawn from greater than 100 miles distance from the attraction community.
- Total annual visitation should compare very favorably to comparable existing attractions in the state, as well as to comparable attractions and markets elsewhere.

#### 2. Economic Impact

- Visitor Spending
- Sales Tax Generation
- Quality of life
- Job Creation or retention

#### 3. The unique quality of the project, relative to at least one of the following:

- A national destination attraction market
- A defined regional (multi-state) market
- The Kansas destination attraction market
- The ability of the proposed attraction to leverage or utilize the natural, culture, recreation or




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heritage that is unique to Kansas,

- The ability of the proposed attraction to capture for Kansas a valuable national market (i.e. sports organization, consumer product brand, entertainment brand, etc.).

4. Integration and collaboration with other regional tourism resources and/or businesses, as determined by:

- The creation of overnight stays
- Collaboration with and support of other existing retail, entertainment, or destination experiences

5. Enhancement of the visitor experience in Kansas

6. Project Accountability

- Third-party verification, wherever possible is recommended. A feasibility study is strongly encouraged.
- Short and long-term marketing plan
- The ability to be sustainable past project completion
- The ability to maintain status as a significant travel decision driver
- All of the above should be accountable and verifiable according to best industry or comparative practices.
- Methodologies should be transparent and detailed.

7. Budget

- Budget should be adequate for the completion of the Project.
- Documentation supporting project budget should be detailed and complete.
- Adequate verification of leverage funding

8. Availability to the traveler

- Documentation indicating the regular scheduled days, hours and staffing that the attraction will be open to the public.

9. Management Team:

- Documentation of a qualified management team for the grant process and for management of the attraction once completed.

10. Project Planning and Support:

- Timeline and Documentation of the project to ensure grant activities will be completed within the ADGP grant guidelines.
- Letters of Community support



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Applicants may be asked to meet with the Tourism Division Director and Grant Program Manager in person or by phone to further discuss the project for which the funds would be used before a decision is made by the Review Committee.

### *Disbursement of Grant Funds:*

The Attraction Development Grant is a reimbursement grant. The contracted percent of documented expenditures will be paid to the grantee. Paid invoices with canceled checks or other valid documentation as proof of payment are to be submitted along with the Request for Reimbursement Form. All semi-annual reports are to be current with the Tourism Division office before grant funds will be distributed.

### *Reports:*

The Grantee will submit semi-annual reports to the Tourism Division. The schedule of semi-annual reports will be as follows: Report #1 on December 15th of the award year, Report #2 on June 15th of the following award year. Semi-annual reports must be submitted even if work on the project has not taken place during the reporting period. Failure to submit reports on a timely basis will result in a reduction in evaluation scoring for future requests for funding. The Final Report is due with the final payment reimbursement request.

### *Repayment of Grant Funds:*

Kansas Tourism reserves the right to require non-complying grant recipients to pay back the previously awarded money within one year of contract end date.

For projects receiving funding to purchase and/or renovate buildings and/or real estate, if the property is sold within five (5) years of receiving the grant, the owner(s) will be required to refund a prorated amount of the grant to Kansas Tourism. The amount will be prorated based on date of sale.

### *Department Recognition:*

The Grantee must acknowledge Kansas Tourism as a sponsor of the Project.

Where applicable, use of the Kansas Tourism Logo will need to be approved along with the following statement: "Funded in part by Kansas Tourism"

For assistance with the application or submission process contact Taylor Hartshorn at (785) 296-8951 or [taylor.hartshorn@ks.gov](mailto:taylor.hartshorn@ks.gov)



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