



# TOURISM MARKETING

## *Grant Program*

### *Overview:*

The Tourism Marketing Grant has been developed to support Kansas Tourism's mission by assisting Destination Marketing Organizations (DMO), tourism communities, and travel industry businesses with first time marketing and promotion activities. This grant is not intended to sustain ongoing marketing programs. 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 Kansas Tourism's resources and extends the marketing reach of Kansas tourism communities.

### *Eligible Applicants and Requirements:*

- Not-for-profit organizations
- For-profit organizations
- Government agencies – cities, counties, townships, federally recognized Indian Tribes
- Indian Tribe or a consortium of Indian Tribes
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State
- The applicant organization must be in good standing in other Kansas Tourism programs such as Kansas Travel Guide listings, Division's Co-op Marketing, Grant Programs, etc.
- Organizations must have a listing on TravelKS.com
- All organizations who are not the primary DMO in their community shall include a letter of support from the local DMO
- Grant funds cannot be used to participate in other Kansas Tourism programs.
- Grants cannot be used in conjunction with any other open grants administered by Kansas Tourism for the same project.



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## *Award Information:*

- A maximum of \$100,000 total will be awarded in this fiscal year.
- A maximum of \$10,000 may be granted to any single entity in a fiscal year.

## *Application Timeline:*

- Grant Opens: June 3rd, 2024
- Application Deadline: August 2nd, 2024
- Grant Awards Announced: early September

All awarded projects must be completed within 18 months of grant award.

If there are additional dollars available after this round, a second 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 Bridgette Jobe, Kansas Tourism, 1000 SW Jackson St. Suite 100, Topeka, KS 66612. 785-250-8253 or [bridgette.jobe@ks.gov](mailto:bridgette.jobe@ks.gov)
- Applications that are incomplete or missing documentation will be returned to the applicant.

## *Funding:*

- The Tourism Marketing Grant 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.
- The Tourism Marketing Grant is a reimbursable grant.
- The Tourism Marketing Grant is designed for first time marketing and promotional efforts.

Any entity with any open, incomplete Kansas Tourism 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.

## *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.



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## *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.
- Post Project costs such as normal operational expenses
- Debt refinancing

## Eligible Projects and 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.



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- Brochure and Guide Distribution
  - » The grant may fund regional or out of state 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.*
- 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 Relations & Media Activities
  - » The grant will fund first-time PR Media activities such as a first time press event or FAM trip etc..
- 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 asset gathering of video and photography for tourism promotion and media use.
- 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.

### *Ineligible Projects and Activities:*

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
- Association memberships




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- Salaries and wages
- Entertainment and honorariums
- Items for re-sale
- Local and state beauty pageants and parades
- Bumper stickers, stationery, and membership solicitation literature
- Promotional items, prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, and floats

### *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.

### *Tourism Marketing Grant Evaluation and Selection Process:*

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

1. 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
2. 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
3. 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
4. Estimated project cost to include copies of professional service bids such as creative design, print, Website design/enhancements, video, photography, etc.
5. Provide a copy of your organization's annual marketing plan for the prior and current year.
6. What do you expect the economic benefit will be to your community or region as a result of this marketing activity?




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7. Do you expect an increase in overnight stays in your community as a result of this marketing activity?
8. How will you measure your return on investment?
9. What other funding sources have you applied for or considered to support the grant project?
10. Will you be able to complete this project if we are unable to fund your request?
11. 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.
12. The Grantee must acknowledge Kansas Tourism as a sponsor of the Project.
13. Where applicable, use of the Kansas Tourism Logo will need approved along with the following statement: "Funded in part by Kansas Tourism"

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 Tourism Marketing 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.

### *Kansas Tourism 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 contact Bridgette Jobe at (785) 250-8253 or [bridgette.jobe@ks.gov](mailto:bridgette.jobe@ks.gov)



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