



2024 Marketing Grant Program Guidelines and Application

The mission of Visit Kansas City Kansas is to market Kansas City, Kansas as a visitor destination and to increase the number of overnight stays. This marketing grant is designed to support Visit KCK's mission and leverage the organization's resources to extend the marketing efforts of our tourism partners. This grant will provide marketing funds to attractions or events for the purpose of promoting and advertising to attract overnight visitors to Kansas City KS. Funding through this partnership is intended to increase travel in our community, while enhancing the attraction and/or event image and attendance.

2024 Grant Program Budget

A total of \$10,000 will be awarded in 2024. You may apply for up to \$10,000, but depending on the number of applications, Visit KCK may only partially fund some requests. This is a matching grant program, which will reimburse up to 50 percent of actual expenditures for the projects awarded. Submitting a grant application does not guarantee approval.

Grant Evaluation

Review of the applications will be completed by the Board of Directors of Visit Kansas City Kansas using an evaluation process to determine projects that have the greatest potential economic impact to Kansas City KS.

Deadline

Thursday, February 29, 2024, 6:00 PM	Application submittal deadline
Week of March 18, 2024	Notification of grant awards
Within 60 days of project completion	Grant recipient final report deadline

Supporting documents to submit with Grant Application:

- Letter of support from the applicant's Board of Directors or like organizational structure (required)
- Community letters of support
- Organization / project marketing plan and budget
- Examples of marketing materials that will be used in grant project

If you have questions during the application process, contact

Rebekah Bryer, Sr. Manager, Partnership & Engagement
913.601.4012 or rebekah@visitkansascityks.com

Funding Priorities

The highest priority of the Grant program is to increase transient guest tax and sales tax receipts in Kansas City KS. Applicants should provide an estimate of lodging room nights generated, and day and overnight out-of-town attendance. Projects that demonstrate the potential for generating overnight hotel stays will be given priority.

Eligibility and Grant Requirements

- Grants must be used for projects in 2024.
- Applicant organizations and/or the proposed event must be located in Kansas City KS
- The applicant organization must be in good standing with Visit Kansas City Kansas programs, such as the KCK Visitor Guide, web page listing, calendar of events, etc.

- Organization or Event information must be listed on www.VisitKansasCityKS.com
- Grant funds cannot be used to participate in other Visit Kansas City Kansas programs.
- Visit KCK grants may be used in conjunction with grants from other sources.
- This grant will reimburse up to 50 percent of actual expenditures for a single grant project.
- Distribution of funds to applicant will be at the completion of the final report or as otherwise agreed upon on acceptance of the grant.
- Only one grant application shall be accepted for a multiple-supporter project. One contact organization should be identified to represent the collective group. A letter of commitment should be included with the application.
- All grant project materials shall be in good taste. Promotional materials will be reviewed during the application and grant process. Applicant will need to cooperate with Visit Kansas City Kansas in providing event information and photo rights.
- Projects must be promotional in nature and designed to increase visitor attendance at events or attractions and to increase hotel occupancy. A detailed description of the promotional materials should be included in the application.
- A distribution and marketing plan for all projects shall be submitted with all applications.
- Priority will be given to support first-time applicants of Visit KCK grant.
- Only one application per organization will be considered each funding cycle.
- The Visit Kansas City Kansas logo shall be included in all marketing materials that are funded by the grant program. The logo will be provided by Visit KCK. The application must show how the logo will be incorporated into the promotional materials. Recognition of the support of funding from Visit KCK may also be in the form of verbiage when appropriate.
- Upon completion of a funded project, a full report must be submitted to Visit Kansas City Kansas within 60 days of project conclusion.
- Visit Kansas City Kansas reserves the right to deny any or all funding requests.

Fundable Activities

- Graphic design and/or printing of promotional materials
- Strategic marketing research and planning
- Media Placement, including print, broadcast, digital and social advertising that markets to visitors over 50 miles from KCK, increasing the potential of an overnight stay
- Brochure or guide distribution through a professional distribution company
- Attraction website development or enhancement
- Clothing, banners, flags or other promotional items may be considered if they are part of the marketing plan for distribution outside of the community, or as part of advertising for an event or attraction prior to the event.

Non-fundable Activities

- Events held outside of Kansas City, Kansas
- Organizations or projects that are affiliated with a political party or lobbying or advocacy related activities
- Projects that have already occurred or requests that seek money for reimbursement of expenses already incurred.
- Marketing of local community events that promotes primarily to local citizens and is attended predominantly by local residents.
- Building repairs or upgrades, bricks and mortar projects
- Association memberships
- Salaries and Wages
- Entertainment or Honorariums
- Items for re-sale
- Bumper stickers, program booklets, stationery, membership solicitation literature

Visit Kansas City Kansas
2024 Marketing Grant Application

Grant Amount Requested _____

Applicant Information

Organization Name _____

Project Manager Name _____

Address _____

City _____ State _____ Zip _____

Contact Phone # _____ Alternate # _____

Email _____

Organization or event website _____

Mission of the organization and examples of typical programming or activities

Click or tap here to enter text.

Project Information

Grant Project Name _____

Overview of the Grant Project – a description of the project including how you plan on using the funds

Click or tap here to enter text.

Project estimated start date: _____

Project estimated completion date: _____

Has this marketing project / event previously been funded with a grant from the Kansas City Kansas Convention & Visitors Bureau Yes No

The proposed media placement and schedules, if applicable

Click or tap here to enter text.

Distribution plan for your project. Include the quantity of promotional pieces to be printed, distributed and/or mailed

Click or tap here to enter text.

What is the estimated event / attraction visitation count for this grant project?

Local (from a 50 mile or less driving distance) _____

Out of town (from more than 50 miles away) _____

Estimated number of KCK hotel rooms that your grant project will generate _____

What is the anticipated economic impact or other benefits to Kansas City KS as a result of this grant project marketing activity? Are there other ways this project will impact the community?

Click or tap here to enter text.

How will this project be tracked? Include how you will gather attendance numbers, hotel room nights generated, economic impact, etc.

Click or tap here to enter text.

Other details that will help us better understand the grant project

Click or tap here to enter text.

Funding Information

Total Project Cost _____

Grant Funds requested _____

Applicant Match _____

What other funding sources have you applied for or received to support the grant project

Click or tap here to enter text.

Project Budget Description

REVENUE SOURCES

AMOUNT

TOTAL REVENUE:

EXPENSES

AMOUNT

TOTAL EXPENSES:

Deliver this completed application and supporting documents by 6 PM on Thursday, February 29, 2024 to:

- | | |
|-----------|--|
| By Email | rebekah@visitKansasCityKS.com |
| By Mail | Visit Kansas City Kansas
Attn: Community Engagement Manager
PO Box 171517
Kansas City, KS 66117 |
| In Person | Visit Kansas City Kansas
Sr. Manager, Partnership & Engagement
755 Minnesota Ave.
Kansas City, KS 66101 |

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Application Review

Applicants may need to make themselves available to answer questions during the grant review process by phone or in person. 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. All grant applicants will be notified on or before the Notification Date Deadline as to the status of their application.

Authorized Signature

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.

_____ Date _____