



1. ABOUT THE PROGRAM

The CVB Tourism Grant Program was established to enhance the economic impact of tourism in our community. The grant is a reimbursement grant and not designed to cover the entire cost of a project. The program is designed to assist an organization in their event or marketing program. Priority will be given to distinctive and creative projects or events that support the goals and mission of the CVB. Applications will be reviewed in two grant award cycles. The deadline for the first granting cycle will be February 1, and the second August 1.

2. MISSION AND GOALS

The mission of the City of Leavenworth Convention and Visitors Bureau is to attract visitors, tour groups, and meeting and convention business to the Leavenworth community.

These funds should support events that:

- *Demonstrate a measurable community or economic benefit,*
- *Enhance Leavenworth's character and reputation for tourist activities;*
- *Attract new events or strengthen existing events marketing abilities;*
- *Generate additional transient guest tax and sales tax for the community.*

3. POLICIES AND PROCEDURES

Tourism Grants are available to any organization marketing their project/event to attract visitors to Leavenworth. Qualifying projects must meet the following criteria:

- a. *Grant applications must be received before the end of the business day of each granting cycle. February 1 and August 1.*
- b. *Maximum grant award shall not exceed \$5,000. Organizations are limited to one grant per award cycle.*
- c. *Preference will be given to marketing that is geared towards overnight room stays.*
- d. *Applicant will be notified of grant award via letter or email.*

4. APPLICATION PROCESS

Applications will be reviewed in two granting cycles. The deadline for the first granting cycle is February 1, 2017 and the second, August 1, 2017. The application must be completed in full. If more space is needed, please attach additional pages or documents to the application. All applications must be mailed or delivered to:

Kristi Lee, CVB Manager
Leavenworth Convention and Visitor's Bureau
100 N. 5th St. Leavenworth, KS 66048
cvb@firstcity.org

The Convention and Visitors Bureau will review applications and determine eligibility. All awards are subject to scoring criteria and available funding. Notifications will be made by March 1st or September 1st.

5. PROJECT DEVELOPMENT

The CVB must be notified in writing as soon as possible if the applicant does not plan to use their approved funds. Grant funds must be used for the project for which they are requested.

The recipient of the grant is responsible for any and all liability issues evolving from the activities of this project.

6. PROJECT COMPLETION REPORT

Projects must be completed within one year. A mandatory follow-up report is due within 30 days of completion of your project. Funds will be dispersed after acceptance of the report.

7. ELIGIBLE PROJECTS FOR FUNDING

Fundable Items (including but not limited to):

- Graphic Design and/or Printing of Promotional Materials.
- Advertisements that market to visitors spending the night in Leavenworth.
- Brochure and Guide Distribution.
- Hats, shirts, banners, flags, and other promotional items will be considered if they are part of the marketing plan for distribution outside of the community, and/or as a part of advertising for an event or attraction prior to the event.
- Event expenses for hosting a destination event drawing attendees from outside the region and other states.
- The Grant may fund regional brochure or guide distribution through a professional distribution company. The distribution schedule shall be included in the application.
- A detailed description and of the promotional materials design work and advertisement examples shall be included in the application.
- Other tourism related projects/activities.

Non-fundable items (including but not limited to):

- Marketing of local community events that promotes mostly to local citizens and is attended predominantly by local citizens.
- Association Memberships.
- Salaries and Wages.
- Entertainment and Honorariums.
- Program booklets, stationery, and membership solicitation literature.
- Private parties, functions and events not open to the general public.

8. QUESTIONS

- For assistance contact the Leavenworth CVB at 913-758-2948 or cvb@firstcity.org.

Final determination of fundable and non-fundable items is solely at the discretion of the CVB and City of Leavenworth.

Leavenworth CVB Grant Application

Please review the Grant Guidelines before completing this form.

1. Business Information

Organization Name _____

Project Manager Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Telephone (____) _____ E-mail Address _____

Organization's Web Site _____

Mission of the Organization and Examples of Programing or Activities _____

Admission/Attendance Figures for Related Event (if applicable) _____

Current Marketing Plan for this Organization _____

2. Project Information

a. Attach a copy of the Design/Project/Event

b. Project Name _____

Description of the Grant Project Overview (project description with plan of fund use)

3. Project Estimated Begin Date _____ Estimated Completion Date _____

Please include any other dates related to the project _____

Estimated project cost (include copies of professional service bids such as creative design, print, enhancements, photography, and so on, as available. (Please include information on local vendor services, if applicable.) _____

Include the distribution/marketing plan for your project, include the quantity of promotional pieces to be printed, distributed, and/or mailed, if applicable.

4. Funding Information

The costs should be estimated as closely as possible.

Total Project Cost \$ _____

Grant Funds Requested \$ _____

Applicant Match \$ _____

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?

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

Yes ____ No ____ If yes, when: _____

5. Required Information

Do you expect an increase in overnight stays in Leavenworth as a result of this marketing activity? What is the number of hotel rooms expected to be used?

Will this project create or sustain tourism related jobs?

Are new partnerships being formed to support the grant activities?

What do you expect the economic impact or other benefits will be to the Leavenworth region as a result of this marketing activity? Are there other ways this project will impact the community?

How will this project be tracked? Once the project is completed, will you be willing to provide a one page report to the CVB on the results and the measurement of the return on investment?

Please include any other supporting documents.

- a. Letter(s) of Support
- b. Listing of the Applicant's Board of Directors or Organizational Structure

6. Mail, hand deliver, or email the original of the completed application to:

Kristi Lee, CVB Manager
Leavenworth Convention and Visitor's Bureau
100 N. 5th St. Leavenworth, KS 66048
cvb@firstcity.org

7. Authorized Signatures

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 government funds.

About the Project

This grant is funded by the transient guest tax paid by visitors who spend the night in hotels in the city limits of Leavenworth. It is collected by the hotels, and administered by the State of Kansas to the City of Leavenworth. The Convention and Visitors Bureau is a division of the City of Leavenworth.



Tourism Grant Completion Report

CONVENTION AND VISITORS BUREAU

The Completion Report must be submitted to the CVB within **30 days** of project/event completion. Grant awardees must complete this form fully. Funding will occur after form processing and acceptance by the CVB.

Project/Event Name _____

Project Location _____

Documentation (list attached items; such as printed materials, ad copy, event program, etc.)

Final cost of project (attach paid invoice or receipts) _____

Admission/Attendance Figures for Related Event (if applicable) _____

Number of out-of-town attendees _____

Number of lodging rooms used per day _____

Additional information _____

Return completed form to:

Kristi Lee, CVB Manager
Leavenworth Convention and Visitor's Bureau
100 N. 5th St. Leavenworth, KS 66048
cvb@firstcity.org • 913-758-2948

Make check payable to:

Address: _____ City _____ Zip _____

The above completion report is an accurate representation of the project.

Signature _____ Date _____