

**McPHERSON CONVENTION & VISITORS BUREAU**  
**EVENT/ATTRACTION GRANT PROGRAM**

**PURPOSE:**

The McPherson CVB Event/Attraction Grant Program is designed to assist event planners in bringing performers and tourist attractions to McPherson. Grant recipients can receive monies to assist with up to 50% of the cost of the booking fee of a performer, exhibit, or rental of a facility to stage an event that will bring visitors to town.

Total grant pool is \$7,500. Any organization requesting grant monies must be prepared to match it dollar-for-dollar. Applications are awarded once a year in February. All applications should be submitted by Jan. 31.

**ELIGIBILITY:**

- The Event/Attraction Grant is available to any **non-profit** group or organization in the city of McPherson actively involved in **promoting McPherson to leisure tourists or visitors.**
- To qualify for funding, projects must meet the following requirements:
  - The **project's primary function must be aimed towards attracting visitors and tourists** and designed to stimulate economic growth and/or to enhance future tourism development activities that attract visitors.
  - The project must be a non-profit group or organization.
  - Events or attractions must be available to the public.
  - Each proposal must include a statement as to how the impact and effectiveness of the project will be measured. **Upon completion of the project (within 60 days of event), an impact statement and proof of expenditures and payment must be submitted to the CVB. If this information is not provided on time it will jeopardize your organizations opportunity for future grants.**
- Applicant must be willing to provide the CVB with a digital copy of all participant information collected; i.e. name, address, e-mail address.

**APPLICATION PROCEDURES:**

- Complete application and forward to the McPherson Convention and Visitors Bureau. If more space is needed, please attach a page to application.
- Application Deadline – Applications must be postmarked or hand carried no later than January 31, 2011 to the following address:

McPherson Convention & Visitors Bureau  
306 N. Main, P.O. Box 616  
McPherson, KS 67460  
Attn: Anne Hassler

**PROJECT/EVENT DEVELOPMENT:**

- Purchasing Procedure – The organization responsible for management will be responsible for insuring the cost is competitive. McPherson businesses should be used for the project if possible.
- Project/Event Modification – Applicants cannot transfer funds from one specific grant project to a different project. Any deviation from grant application must be submitted in writing to the McPherson Convention and Visitors Bureau.
- Project/Event Withdrawal – The McPherson CVB must be notified in writing as soon as possible if the applicant does not plan to use their funds which have been approved.
- Project/Event liability – The recipient of the grant is responsible for any and all liability issues resulting from the activities of this project/event and holds the City of McPherson and McPherson CVB harmless from any liability as a result of granting funds.

**PROJECT/EVENT COMPLETION:**

- **A letter accompanying the following items** should be submitted to the McPherson CVB within 60 days of event.
  - Brief financial summary accounting for expenditures including matching grant funds and some type of proof of payment. Copy of the contract with performer or rental agreement. Grants will only be reimbursed upon completion of an event and submittal of the aforementioned letter along with the following information.
  - Sample of any publicity in support of the project.
  - Statement as to the project's **actual impact** on the community.
  - Digital copy of participant information collected; i.e. name, address, e-mail address.

## APPLICATION INSTRUCTIONS

- Applications must be completed in full by providing the following information:
  1. Name of organization and address.
  2. Name of contact person, telephone number, and e-mail address.
  3. Date and name of Project/Event (title of project).
  4. Project Start-Up and Project Completion Date.  
(Completion date must be no later than 60 days after event.)
  5. Amount of Event/Attraction Matching Grant Funds requested.
  6. Source of matching funds.
  7. Narrative Description (**Explain the nature of your project in full**).
    - target audience
    - number of expected participants from out of town
  8. Economic Impact: These **economic objectives must be addressed** in your application and are the criteria upon which the funding will be based.
    - potential to attract leisure tourists/visitors to town
    - benefit to the local community
    - cost effectiveness
    - **impact on motel occupancy and local businesses**
  9. All applications will be considered on the ability to develop innovative tourism promotion projects and the potential to attract leisure tourists. Complete the budget breakdown as indicated for the categories that apply to your project. Please attach a copy of the total budget for project.  
  
Items that may be funded include:
    - Performer's booking fee, or
    - Rental of a facility to hold an event, or
    - Fee for booking an exhibition, art show, or other educational program

## SIGNATURES

The signatures on the application certify compliance with these guidelines upon project approval. Application must bear the signatures of the project director and another pertinent person.

- Ensure the expenses for the project/event are reasonable.
- Non-Fundable Items Include:
  - Meals, hotels, travel expenses of performer
  - Advertising
  - Equipment rental
  - Fixtures for displaying exhibit



