

McPHERSON CONVENTION & VISITORS BUREAU

MARKETING GRANT PROGRAM

PURPOSE:

The McPherson CVB Marketing Grant Program is designed to enhance marketing efforts of tourism-oriented attractions/events by matching organizational funds with CVB monies to assist in creating marketing materials and/or advertising.

Total grant pool is \$15,000. Any organization requesting grant monies must be prepared to match it dollar-for-dollar.

ELIGIBILITY:

- The Marketing Grant is available to any **non-profit** group or organization in the city of McPherson actively involved in **advertising, promoting, or marketing 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 marketing to 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.**
 - **Only 15% of budget may be used for local advertising.**
- 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 90 days prior to the event 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 evolving 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. Grants will only be reimbursed upon completion of an event upon submittal of the aforementioned letter along with the following information.
 - Sample of finished project.
 - Statement as to the project's **actual impact** on the community. This statement **must include the impact on the local motels and approximate count of out-of -towners attending.**
 - 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 Tourism 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
 - **impact on motel occupancy**
 - expected life of printed material
 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 stay overnight
 - benefit to the local community
 - cost effectiveness
 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.

Items that may be funded include:

- Media
 - Paid Media – The advertising strategy must be included in your initial application. All ads must run by day of event and be invoiced within 60 days of event.
 - Newspaper/magazine – newspaper and magazine advertising will be funded when advertising in local (small percentage) or out-of-town newspapers or magazines. All ads must run by day of event and be invoiced within 60 days of event.
- Printed Material – Brochure
 - All design and printing must be done in a professional manner. Permission must be given to use a name or photo of any person.
 - All graphics, layouts, and copy for your project must be submitted to the McPherson Convention and Visitors Bureau for approval prior to its final production.
 - The following phrase must appear on all printed material funded through the grant program: **“This piece is funded in part by a grant from the McPherson Convention & Visitors Bureau.”** Call 241-3340 for further information
- Audio-Visual (AV) Material - All AV materials must be completed by day of event.
 - Film
 - Video
 - Slides/Prints

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:
 - Salaries or administrative fees
 - Food and beverage
 - Items for re-sale
 - Travel expenses
 - Reprinting of current brochures
 - Construction of permanent structures
 - Prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats, etc.
 - Entertainment and honorariums
 - Equipment purchase and rental
 - Local and state beauty pageants and parades
 - In-house postage and material inventory
 - Donations and in-kind contribution to sponsors
 - Anything contrary to law
 - Bumper stickers, program booklets, stationery, toll-free numbers, membership solicitation literature, etc.
 - Clipping service

APPLICATION

McPherson CVB Matching/Marketing Grant Program

PLEASE USE ONLY THIS FORM. IF MORE SPACE IS NEEDED, PLEASE ATTACH AN ADDITIONAL SHEET. ONLY ONE GRANT APPLICATION MAY BE SUBMITTED PER EVENT.

DEADLINE: 90 days prior to event

1. Name of Organization: _____

Address: _____

Street or PO Box

City

Zip Code

2. Contact Person: _____ Telephone No.: _____

E-mail Address: _____

3. Project/Event Name: _____

4. Date of Project/Event: _____ Date work will begin on project _____
MM/DD/YY MM/DD/YY

MM/DD/YY

Date work will be completed on project _____
MM/DD/YY

(ALL ACTIVITIES MUST BE COMPLETED **60 DAYS AFTER EVENT**)

5. CVB Grant Funds Requested: \$ _____

6. Source of matching funds: _____

7. Narrative description and justification of project: _____

8. Estimated Economic Impact: Complete the following as it pertains to your project.

- Advertising Exposure:

How do you expect to influence visitors to come to our area from outside McPherson? _____

- Benefits to McPherson:

Explain what benefits you believe this project will bring to our area. _____

Describe methods you intend to use to track the effectiveness of this project. **(For example, plans to track the impact on the local motels or account for the number of out-of-towners.** _____

Have you received grants from us in the past for your project? If so, indicate what was received and when. _____

9. Project Budget: Please provide printing costs, cost of materials, and ad placement costs.

PAID MEDIA: McPherson advertising will be limited to 15% of entire budget

PLACEMENT

(Specify media schedule giving **dates, names, and/or location of ad placement.**)

\$ _____ newspaper _____

\$ _____ newspaper _____

\$ _____ magazine _____

\$ _____ magazine _____

\$ _____ radio spots _____

\$ _____ radio spots _____

BUDGET TOTAL \$ _____

PRINTED MATERIAL Number (Indicate who will receive this material and outline
Printed plan of distribution)

\$ _____ brochure _____

\$ _____ brochure _____

\$ _____ direct mail _____

\$ _____ direct mail _____

\$ _____ insert/flyer _____

\$ _____ insert/flyer _____

BUDGET TOTAL \$ _____

AUDIO-VISUAL

HOW & WHERE TO BE USED

\$ _____ film/video tape _____

\$ _____ film/video tape _____

\$ _____ slides/prints _____

\$ _____ slides/prints _____

BUDGET TOTAL \$ _____

GRAND TOTAL \$ _____

SIGNATURE _____
Project Director Title Organization Date

SIGNATURE _____
Title Organization Date