

Dodge City Convention and Visitors Bureau

Marketing Grant

Program Guidelines

APPLICATION



The mission of the Dodge City Convention and Visitors Bureau is to bring convention and travel business into Dodge City, by promoting Dodge City and area resources and assets to meeting planners, group tour operators, travel writers and prospective tourist.

This Grant has been developed to support the Convention and Visitors Bureau's mission by assisting attractions and events in marketing for the purpose of promoting and advertising to visitors who are spending the night in Dodge City. Funding through this partnership is intended to increase travel and tourism in our community, while enhancing the Attraction and/or Event image. This Grant leverages the CVB's resources and extends the marketing for Dodge City.

Review of the applications will be completed by a committee appointed by the Director of the Convention & Visitors Bureau. Recommendations will be made by using an evaluation process.

Yearly, \$20,000 will be awarded, with \$10,000 being awarded twice a year.

Deadlines are as follows:

April 30st

October 31th

The applicants will apply for Grants for projects that will be completed before the subsequent grant deadline.

The Grant is a two part process. 1. Applications will be accepted on or before the deadlines. 2. Grant awards will be announced after they are gifted.

The Grant funds *may* be awarded up to 80 percent of expected project expenditures for a single grant marketing project, not to exceed a maximum of \$2,000.00. An organization shall not receive more than \$2,000.00 in a single calendar year, per project. However, the Grant Award funds may be adjusted, as deemed necessary.

Special consideration will be given to those projects that use local printing partners, and/or local production companies, and such. The CVB encourages doing business locally where possible, while retaining the concept of marketing to the visitor who will be spending the night.

Only one Grant application shall be accepted for a multiple-community project. One contact person will be identified to represent the collective group. A letter of commitment will need to be included in the application.

Submitting a grant application will not guarantee grant approval.

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Eligibility and Grant Requirements and Guidelines

- The applicant organization must be in good standing in Dodge City CVB programs such as Dodge City Visitor Guide listings, web page listings, calendar of events, and so on.
- The applicant must “Submit an Event” to the Convention and Visitors website, www.visitdodgecity.org if applying for a Grant for an event.
- Organizations must be with-in Dodge City or Ford County, or the proposed event must be held in Dodge City or Ford County.
- Organizations shall commit to provide brochures or promotional materials for the purpose of distribution at the Dodge City Visitors Center for the one year from the date the grant is awarded, for non-event grants, and for event grants, a printed piece must be available at least 60 days prior to the event date. (Unless a poster is submitted, usually about 200 to 500 pieces will be needed, based on the popularity of the attraction/event, or posters, flyers or other forms of promotional materials.)
- Organization shall commit to provide the promotional materials for the purpose of distribution at the State and Community owned Travel Information Centers within one year from the date the grant is awarded, for non-event grants, and for event grants, the printed piece must be available at least 60 days prior to event date. (Unless a poster is submitted, usually about 100 to 200 pieces will be needed per location, based on the popularity of the attraction/event.) A list of approved Travel Information Centers will be provided by the CVB.
- All printed materials shall be in good taste. Printed materials will be reviewed during the application process.
- Grant awards can support first time-marketing efforts, as well as sustain ongoing marketing programs.
- Grant funds cannot be used to participate in other Dodge City Convention and Visitors Bureau programs.
- Grants can be used in conjunction with other community Grants.
- Failure to comply with these guidelines may result in the denial of future grant requests.
- **The Dodge City ‘Get the Heck into Dodge’ square logo shall be included in printed materials (no less than 1x1 inch) the logo will be provided by the CVB. The application must show how the brand will be incorporated into the promotional materials. Recognition of the support of funding from the CVB in the form of the jingle, or verbiage of acknowledgement of the funds may also be acceptable.**

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Fundable Activities

- Graphic Design and/or Printing of Promotional Materials.
- Advertisements that market to the visitors who is spending the night in Dodge City.
- 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.

The Grant may fund regional 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.

A detailed description and of the promotional materials design work and advertisement examples shall be included in the application.

A distribution and marketing plan for all projects shall be submitted with all requests.

Non-fundable items

Following are items that are non-fundable through the grant program:

- 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
- Items for re-sale
- Bumper stickers, program booklets, stationery, and membership solicitation literature

Questions

For assistance contact Colleen Hastings at (620) 225-8191 or e-mail colleenh@dodgecity.org

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Dodge City Marketing Grant Application

Please review the Dodge City Marketing Grant Guidelines before completing this form.

(1.) Business Information

Organization Name _____
Project Manager Name _____ Title _____
Address _____ City _____ State _____ Z.I.P. _____
Telephone (_____) _____ E-mail Address _____
Organization's Web Site _____

Mission of the Organization and Examples of Programing or Activities (a short paragraph/description).

Admission/ Attendance Figures _____

Current Marketing Plan for this Organization- (a short paragraph/description).

(2.) Project Information

Attach a copy of the Design/Project

Project Name _____

Description of the Grant Project Overview- a description of the project including how you plan on using the funds: (a short paragraph/description)

Project Estimated Begin Date _____ Estimated Completion Date _____

Please include any other dates related to the project

Grant project schedule to include, when applicable, the following information:
The proposed media placement and schedules (if applicable).

Estimated project cost to include copies of professional service bids such as creative design, print, enhancements, photography, and so on. (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).

(3.) 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? Please Explain.

Will you be able to complete this project if we are unable to fund your request? Please Explain.

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

Yes ____ No ____

If you answered yes, please give short description of project and date funding was awarded.

(4.) Required Information

Do you expect an increase in overnight stays in Dodge City as a result of this marketing activity, and what is the number of hotel rooms expected to be used? Please Explain.

Will this project create or sustain tourism related jobs? Please Explain.

Are new partnerships being formed to support the grant activities?

What do you expect the economic impact or other benefits will be to Dodge City or the southwest region as a result of this marketing activity? Are there other ways this project will impact the community? Please Explain.

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.

- Letter(s) of Support
- The Applicant's Board of Directors or like Organizational Support
- Other Community letters of support

(5.) Mail or hand deliver the original of the completed application to:

Colleen Hastings, Assistant Director of the Convention and Visitors Bureau
Dodge City Convention and Visitors Bureau
101 East Wyatt Earp
Dodge City Kansas 67801

If you have questions during the application process, please contact Colleen Hastings at:
(620) 225-8191 or by email, colleenh@dodgecity.org

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(6.) 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.

Project Director

This grant is funded by the 6% transient guest tax paid by visitors who spend the night in the motels in the city limits of Dodge City. It is collected by motels, and administered by the State of Kansas to the City of Dodge City.

The Convention and Visitors Bureau is a Department of the City of Dodge City