

CVB MARKETING GRANT PROGRAM GUIDELINES

Program Guidelines

The mission of the Dodge City Convention and Visitors Bureau (CVB) 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 tourists.

The Marketing Grant has been developed to support the CVB's mission by assisting attractions and events for the purpose of promoting and advertising to visitors who are spending the night in Dodge City. Funding through this partnership with the CVB is intended to increase travel and tourism sites 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 Manager of the Convention & Visitors Bureau. Recommendations will be made by using an evaluation process.

Yearly, no more than \$10,000 will be awarded, with no more than \$5,000 being awarded for each funding cycle.

Deadlines are as follows:

April 30th October 31st

The grant funds may be awarded up to 80% of expected project expenditures for a single grant marketing project, not to exceed a maximum of \$1,000. An organization shall not receive more than \$2,000 in a single calendar year, per project. However, the Marketing 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.

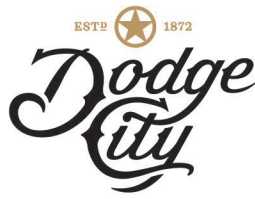
Only one grant application shall be accepted for a multiple-community project. One contact person will be identified to represent the collective group. A letter of commitment will need to be included in the application.

Submitting a grant application does not guarantee grant approval.

Eligibility and Marketing Grant Requirements

- The applicant organization must be in good standing in other Dodge City CVB programs such as Dodge City Visitor Guide listings, web page listings, and so on.
- The applicant must "Submit an Event" to the CVB's website, www.visitdodgecity.org, if applying for an event.
- Organizations must be located within Dodge City or Ford County, or the proposed event must be held in Dodge City or Ford County.





Eligibility and Marketing Grant Requirements (continued)

- The organization shall commit to provide printed brochures for the purpose of distribution at the Dodge City Visitor Information Center. For events, the printed piece should be available at least 60 days prior to 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.)
- The organization shall commit to provide brochures for the purpose of distribution at the two state-owned Travel Information Centers. For events, the printed piece should be available at least 60 days prior to event date. (Usually about 100 to 200 pieces will be needed per location, based on the popularity of the attraction/event.)
- All printed materials shall be in good taste. Printed materials will be reviewed during the pre-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 2020 updated Dodge City logo shall be included in printed materials (no less than 1 by 1 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.

Fundable Activities/Items

- Graphic Design and/or Printing of Promotional Materials.
- Advertisements that market to the visitor 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.

Non-Fundable Activities/Items

- Marketing of local community events that promote mostly to local citizens and are attended predominantly by local citizens.
- Association memberships.
- Salaries and wages.
- Entertainment and honorariums.
- Items for re-sale.
- In-house postage and material inventory.
- Bumper stickers, program booklets, stationary, and membership solicitation literature.

Questions

For assistance contact Megan Welsh at (620) 225-8191 or by email, meganw@dodgecity.org.

