



City of Lawrence

Transient Guest Tax Grant Program

Web page: lawrenceks.org/cmo/transient-guest-tax-grant-program

As part of the 2017 budget cycle, the City Commission has approved a \$150,000 grant program to encourage, promote and strengthen events and programs that benefit the Lawrence community and/or enhance the visitor experience in Lawrence.

The following goals and guidelines will be used in considering requests for funds from the Transient Guest Tax Grant Program (TGT).

GOALS

The Transient Guest Tax Grant Program will provide funding for specific events which meet the following goals:

- demonstrate a measurable economic benefit including enhancing the cultural economy or travel/tourism economy, create additional transient guest tax and sales tax; and
- enhance Lawrence's character and reputation for tourist activities and demonstrate pull of regional visitors.

The program will have one funding cycle each calendar year with applications being accepted in the fall of the year preceding the funding year. An advisory board will review the applications and make recommendations for funding to the City Commission for approval and final funding decisions.

PROCESS

In order to be considered, a written description of the event and application materials must be submitted to the City Manager's Office for review. The grant program will have one funding cycle each calendar year. An advisory board will review the applications and make recommendations for funding to the City Commission for approval. The grant application and program information can be found online at lawrenceks.org/cmo/transient-guest-tax-grant-program.

TIMELINE

September 20 – City Commission review program changes for FY2017

October 4 – City Commission approval of program for FY2017

October 5 to November 4 – Application period for grants for FY2017

October 7 - Informational meeting for grant applicants

November 18 – Advisory Board meeting (3-minute presentations)

December 2 - Advisory Board meeting (review scoring matrix and deliberations)

December 20 – City Commission reviews applications and funding recommendations for approval

April 2017 – Begin 2nd solicitation process for grants for remainder of FY2017 funding

For more information:

Please contact Megan Gilliland, communications manager, (785) 832-3406 or mgilliland@lawrenceks.org
AND Porter Arneill, Director of Arts & Culture, (785) 832-3402, parneill@lawrenceks.org.

Guidelines:

A scoring matrix based on the goals of this program will be used to evaluate applications. A short presentation (maximum of 3 minutes) will also be included as part of the evaluation. The advisory board may not consider all applications if the event does not meet the goals of the program. The following guidelines will be used to determine eligibility for funding.

- This program is administered through the City Manager's Office with an Advisory Board that will make recommendations to the City Commission for approval. The City Commission has final approval of any grant funds.
- Organizations can submit funding requests for multiple events held throughout the year as separate grant requests.
- Grants will be limited to \$15,000 per event or 10% of the total funding allotment for the year.
- This funding can be used for overall event support; however, marketing and promotional efforts will be looked upon favorably. The following is a list of potential advertising/marketing/promotion tools that could be used for events:

Advertising: Print, social media, digital (web), radio, television

Printing: Flyers, posters, billboards, pre-event signage/banners, direct mail (including postage)

Video: Pre-event publicity video to promote event

E-mail: E-mail subscription marketing management tools

Web: Search engine optimization, event/program website design, market research analysis, website hosting fees

Design: Graphic design, copywriting, design and layout services

- Submitting organizations should be a Lawrence-based organization with events and programs held within the Lawrence city limits.
- Events which have the potential to be repeat or signature events are encouraged to apply.
- Organizations that apply for funds should note that the advisory board wishes to see events become self-sustaining after a period of time. This program is intended to help grow or initially fund events but this does not limit the advisory board from funding any events they determine meet the goals of this program.
- When possible, event organizers should note whether the event will create overnight stays, thus generating Transient Guest Tax. An event producing overnight stays during non-peak times for hotels, including weekdays as well as weekends from December through March are particularly desirable.
- The value of services provided by other organizations should be included in the application and noted as in-kind support. If cash or in-kind support has been received for the event, the

application must include a letter of commitment as confirmation.

- Any event receiving Transient Guest Tax Grant Program funds will be asked to sign an agreement with the city which will require post-event reporting including a summary of the event, data captured from the event including participant projections and use of city funding in the overall budget. Post-event reporting is due to the City of Lawrence within one month of the event/program. If an event report is not filed, future funding opportunities through this program may not be allowed.
- Any entity receiving Transient Guest Tax Grant funding will be required to include the City of Lawrence logo on sponsorship program materials and credit the city for sponsorship when appropriate. The city logo is available at www.lawrenceks.org/identity. The convention and visitors bureau logo should also be included. Contact director@explorelawrence.com for logo specifications.
- Once the applications are received, the Advisory Board will begin their review process. Applications will be posted on the city's website. The meetings of the Advisory Board are open to the public. A schedule of meetings is provided earlier in this application.

For questions and assistance, please contact Megan Gilliland, Communications Manager, (785) 832-3406 or mgilliland@lawrenceks.org.

The deadline for application for the first cycle of FY2017 is November 4, 2016. Applications will be accepted online at www.lawrenceks.org/tgt-grants.

APPLICATION
(This application will become a digital form)

Event Title: _____

Primary Contact Name: _____

Address: _____

Phone: _____ Email: _____

Social Media: Twitter - _____ Facebook - _____ Other – _____

Additional Organizers' Names: _____

Address: _____

Phone: _____ Email: _____

Brief description of the event: _____

Requested amount of TGT funding by the City of Lawrence:

1. Does the event propose to generate overnight stays in Lawrence hotels?

Yes or No

a) If yes, how many?

b) Have local hotels been contacted about the event?

2. What is the date and duration of the event?

3. What is the physical location(s) of the event?

4. Is this event a profit or non-profit event?

a. Please attach State of Kansas non-profit document and proof of IRS tax exemption to completed application.

5. Is this an established event or new event?

- a. If established, how many years?
6. Do you have commitments for additional, third-party funding?
7. What is the potential for this to become a repeat or 'signature' event? Please explain.
8. Budget – Please provide an estimated event budget with **revenue and expenses**.

Events occurring in public spaces or right-of-way may require coordination with other city services. These services do not need to be included as part of the grant application but you should consider whether or not your event should contact the correct city department for assistance as you plan your event:

- Special Event permit (Planning & Development Services)
- Right-of-way Use permit (Public Works)
- Special Use permit (Parks)
- Alcohol permits (City Clerk)
- Sign/banner permits (Planning & Development Services)
- Bus reroutes (Transit)
- Standby medical (Fire-Medical)
- Police – traffic/security/parking (Police)
- Trash barrels/dumpsters (Solid Waste)
- Street barricades (Streets Division)
- Street sweeping/cleanup (Solid Waste)

In an effort to coordinate and promote the Lawrence community and events, please make sure that you have contacted eXplore Lawrence, the convention and visitors bureau, if you need help with hotel space, welcome kits for meetings/conferences, and website calendar listings for events.



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