



City of Lawrence

2021 Transient Guest Tax Grant Program

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

As part of the 2021 budget cycle, the City Commission approved TGT Grant program funding for \$120,000 to encourage, promote and strengthen events and programs that benefit the Lawrence community and/or enhance the visitor experience in Lawrence.

Pandemic Information: Please note that during the coronavirus pandemic, Transient Guest Tax revenues for lodging stays have been significantly reduced. The TGT fund is reliant on these revenues to be able to fund the TGT grants and other city programs. The City Commission will review the City's budget to determine if and where reductions may be implemented. Under these circumstances, it is probable that TGT grant funds will be reduced. If so, reductions will be applied equitably – by percentage – to all awarded grants to maintain fairness throughout the year. Applicants should apply for appropriate funds based on the guidelines but also be prepared to adjust budgets accordingly. We will provide more information as soon as it's available.

Safety Information: All in-person events will be required to follow current [Lawrence Douglas County Public Health](#) and/or [Kansas Department of Health and the Environment](#) orders and provide information about appropriate pandemic precautions and procedures during events.

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

The online grant application and program information can be found online at: lawrenceks.org/cmo/transient-guest-tax-grant-program.

TIMELINE

- October 20 to November 20, 2020 – Application period open for grants for FY2021
- October 28 and 30, 2:00 to 3 p.m. - Informational meetings for potential grant applicants - Zoom and City Commission Room at City Hall *for those without technology access* (mask required).
 - Register for the October 28 meeting at 2 p.m. here: <https://bit.ly/37uzAB3>
 - Register for the October 30 meeting at 2 p.m. here: <https://bit.ly/37vSnvs>
- Thursday, December 3 (1-3:30 p.m.) (and Friday, December 4 if needed – 12:30 to 2:30) – Advisory Board meeting to hear applicant 3-minute presentations – Zoom and City Commission Room at City Hall for those without technology access (mask required).
- Friday, December 11 (1-3 p.m.) – Advisory Board meeting (review scoring matrix and make recommendations) – Zoom and City Commission Room at City Hall for those without technology access (mask required).
- Tuesday, December 15 – City Commission reviews TGT Grant Advisory Board funding recommendations for approval at City Commission meeting

For more information:

Please contact Porter Arneill, Director of Communications and Creative Resources, (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 video conference presentation (maximum of 3 minutes) by applicants will also be included as part of the evaluation on December 3 (and 4 if necessary). 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.
- Grants Organizations can submit funding requests for multiple events held throughout the year as separate grant requests.
- Grants will be limited to \$12,000 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.
- Organizations that apply for funds should note that the advisory board wishes to see events become self-sustaining. 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 is expected to 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.
- Off-peak scoring will be included as part of the criteria for applicants with flexible event schedules to allow for the possibility of adapting events to off peak time frames.
- 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 and eXplore Lawrence logo on sponsorship program materials and credit the city for sponsorship when appropriate. The city logo is available at www.lawrenceks.org/identity. Contact Andrea Johnson at ajohnson@explorelawrence.com for eXplore Lawrence 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 Porter Arneill, Director of Communications and Creative Resources, (785) 832-3402 or parneill@lawrenceks.org.

The deadline for 2020 applications is November 20, 2020. Applications will be accepted online at www.lawrenceks.org/cmo/tgt-grants.

TGT Grant 2021 APPLICATION
(This application is available online: www.lawrenceks.org/cmo/tgt-grants)

Event Title: _____

Primary Contact Name: _____

Address: _____

Phone: _____ Email: _____

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

Additional Organizers' Names: _____

Address: _____

Phone: _____ Email: _____

Brief description of the event: _____

Will the event be: in-person virtual combination (please describe briefly in proposal description)

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? _____

not applicable - virtual event link or location: _____

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 will require any permits: <https://lawrenceks.org/city-clerk/forms/>.

- Special Event permit
- Right-of-way Use permit
- Special Use permit
- Alcohol permits
- Sign/banner permits
- Bus reroutes
- Standby medical
- Police – traffic/security/parking
- Trash barrels/dumpsters
- Street barricades
- Street sweeping/cleanup

9. If, as mentioned on the first page of the 2021 TGT Grant guidelines, grant funding is reduced due to the pandemic, are you prepared to adjust your event accordingly and will your event be able to proceed? Yes No

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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