

2024 Transient Guest Tax Grant Program Overview

As part of the 2024 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.

<https://lawrenceks.org/cmo/tgt-grants/>

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.

Process

In order to be considered, the online grant application must be completed. The grant program will have one funding cycle each calendar year (for events occurring January 1 to December 31, 2024). This program is administered through the City Manager's Office with an Advisory Board that will make recommendations to the City Commission for final approval.

- ▶ A scoring matrix based on the goals of this program will be used to evaluate applications. A short presentation (maximum of 3 minutes) by applicants 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.
- ▶ *Please refer to the Grant Guidelines - web page link below.*

TGT Grant Advisory Board

- **Jose Pauda, Jr.**
At-Large Member
- **Anthea Scouffas**
eXplore Lawrence
Representative
- **Katie Tiegreen**
Hotelier
- **Heidi Champagne**
Hotelier
- **Brendon Allen** At-
Large Member
- **Liza MacKinnon**
Arts & Culture
Representative
- **Tim Metz**
Lawrence Cultural
Arts Commission
Representative

<https://lawrenceks.civicweb.net/portal/members.aspx?id=33>

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Process - Scoring Matrix

TGT Grant Advisory Board members use this scoring template to score grant applications.

2024 - Transient Guest Tax Grant Program - Grant Review Scoring Matrix											
		Economic Development		Community & Cultural Development			Organization	Leverage	Merit	Off-Peak Room Nights	
2024 Proposed Event/Program	Funding Request Amount	Score: Does this event generate overnight visits to Lawrence? (0 to 10 points)	Score: Does this event create an overall economic benefit for the community? (0 to 10 points)	Score: Does this event enhance the cultural vibrancy of Lawrence? (0 to 10 points)	Score: Community Benefit (0 to 5 points)	Score: Is this an Unmistakable Identity event or does it have the potential to become such an event? Does it move the progress indicator needles? UI Progress Indicator tab below. (Example: Is this a yearly tradition, unique to Lawrence, uniquely unmistakable, etc.)? (0 to 5 points)	Score: Application Quality (completeness, organization, clarity of application, supporting documentation, letters of support for in-kind funding)? (0 to 5 points)	Score: Does this event have other financial commitment and supporting resources? (0 to 5 points)	Score: Added points for strong projects which align well with the program intent and in which you are confident of success. (0 to 5 points)	Score: Does this event generate visits in off-peak seasons (Dec. to March)? (0 to 5 points)	Total (Max 60 points)

Does the event help to move needle/s favorably in one or more of these areas?



UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

- UI-1: Percent of residents satisfied or very satisfied with the Parks & Recreation system
- UI-2: Percent of residents satisfied or very satisfied with the amount of arts, diverse culture and events
- UI-3: Number of people who have visited or utilized a City park/trail, City recreation facility, City recreation program, Theatre Lawrence, Watkins Museum of History, Lawrence Arts Center, the eXplore Lawrence Tourism Center and/or Lawrence Public Library
- UI-4: Percent of residents who have attended an event in the past year
- UI-5: Percent of black, indigenous, and people of color (BIPOC) residents rating the community as welcoming
- UI-6: Percent of residents who believe their culture is celebrated in the community (i.e. festivals, parades, events, etc.)

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Process

- ▶ 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, *copy-writing*, design and layout services

Process

- ▶ 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.
- ▶ 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 Unmistakable Identity 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.

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Process

- ▶ 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 throughout the year 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 will not be allowed.

Process

- ▶ Any entity receiving Transient Guest Tax Grant funding will be required to include the City of Lawrence and eXplore Lawrence logos on sponsorship program materials and credit the city for sponsorship when appropriate. The city logo is available at lawrenceks.org/identity. Contact Kim Anspach at kanspach@explorelawrence.com for logos and 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. Board web page: <https://lawrenceks.civicweb.net/portal/members.aspx?id=33>

Timeline

A schedule of meetings is listed in the guidelines and posted on the web page.

- October 18, 2023, through November 18, 2023 – Application period open for grants for FY2024
- Thursday, Nov. 2 (3 to 4 p.m.) and Friday, Nov. 3 (2 to 3 p.m.) – Informational meetings for potential grant applicants Parks and Recreation Admin office, 1141 Massachusetts St.. – Hybrid public meeting
- Thursday, Nov. 30 (1-3:30 p.m.) (and Friday, Dec. 1, if needed – 12:30 to 2:30) – Advisory Board meeting/s to hear applicant three-minute presentations – City Commission room at City Hall– Hybrid public meeting
- Tuesday, Dec. 5, 5 p.m. – TGT Grant Advisory Board members submit their individual scores directly to Roger Steinbrock.
- Friday, December 8 (1-3:00 p.m.) – Advisory Board meeting (review scoring matrix and make recommendations) – Parks and Recreation Admin office, 1141 Massachusetts St.. – Hybrid public meeting
- Thursday, December 16 (1-4:00 p.m.) and Friday, December 17 (9-11:30 a.m.) if necessary – Advisory Board meeting to hear applicant 3-minute presentations – Parks and Recreation Admin office, 1141 Massachusetts St.. – Hybrid public meeting
- Tuesday, December 21 – City Commission reviews TGT Grant Advisory Board funding recommendations at City Commission meeting

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Deadline to Apply

- ▶ 11:59 p.m., Saturday, November 18, 2023

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For More Information

- ▶ Please contact Roger Steinbrock, Communications & Events Manager,
785-832-3458, rsteinbrock@lawrenceks.org
- ▶ Please contact Porter Arneill, Director of Communications & Creative Resources
(785) 832-3402, parneill@lawrenceks.org

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