



**2024 Transient Guest Tax Grant Program**  
**Web page: <http://lawrenceks.org/lprd/tgt-grants>**

As part of the budget cycle, the City Commission approved TGT Grant program funding for \$150,000 in 2024 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 unmistakable identity and reputation for tourist activities, demonstrating 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: [www.lawrenceks.org/lprd/tgt-grants](http://www.lawrenceks.org/lprd/tgt-grants).

**TIMELINE for FY2024 Grant Program**

- October 18, 2023, through November 18, 2023 – Application period open for grants for FY2024
- Thursday, Nov. 2 (2 to 3 p.m.) and Friday, Nov. 3 (2 to 3 p.m.) – Informational meetings for potential grant applicants Parks and Recreation Administration office in South Park, 1141 Massachusetts St. – Hybrid public meeting
  - Thursday, Nov. 2, Zoom link: <https://bit.ly/46vEZmW>
  - Friday, Nov. 3, Zoom link: <https://bit.ly/400lyQS>
- 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 – Hybrid public meeting
  - Thursday, Nov. 30, Zoom link: <https://bit.ly/3RYz7Ow>
  - Friday, Dec. 1, Zoom link: Will be added if needed.
- 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 Administration office in South Park, 1141 Massachusetts St. – Hybrid public meeting
  - Friday, Dec. 8, Zoom link: <https://bit.ly/3rKQFTR>
- Tuesday, December 21 – City Commission reviews TGT Grant Advisory Board funding recommendations at City Commission meeting



### For more information:

- Please contact Roger Steinbrock, Communications & Events Manager,
  - 785-832-3458, [rsteinbrock@lawrenceks.org](mailto:rsteinbrock@lawrenceks.org)
- Please contact Porter Arneill, Director of Communications & Creative Resources
  - (785) 832-3402, [parneill@lawrenceks.org](mailto: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 \$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.
- 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](http://www.lawrenceks.org/identity). Contact [info@explorelawrence.com](mailto:info@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.

NOTE: The deadline for FY2024 TGT Grant applications is November 18, 2023, by 11:59 p.m.

Applications will be accepted online at [www.lawrenceks.org/lprd/tgt-grants](http://www.lawrenceks.org/lprd/tgt-grants).



**TGT Grant 2022 APPLICATION**  
**(This application is available online: [www.lawrenceks.org/cmo/tgt-grants](http://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 "Unmistakable" 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, 'signature' or Unmistakable Identity 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
- Banners
- 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 [eExplore Lawrence](#), the convention and visitors bureau, if you need help with hotel space, welcome kits for meetings/conferences, and website calendar listings for events.

(785) 856-5282  
info@explorelawrence.com | www.unmistakablylawrence.com