

## MARKETING GRANT GUIDELINES

McPherson Convention and Visitors Bureau

**PURPOSE:** The McPherson Convention and Visitors Bureau MARKETING GRANT program is designed to enhance marketing efforts of tourism-oriented attractions and events. Grant recipients can receive monies to assist with up to 50 percent of the cost of marketing materials and/or advertising.

**SPECIFICATIONS:** The total annual MARKETING GRANT pool is \$15,000. Any organization requesting grant monies must be prepared to match the amount dollar for dollar. Qualifying items include paid media, newspaper or magazine ads, brochures and audio visual material. Grant applications should be forwarded to the McPherson Convention and Visitors Bureau at 1111 E. Kansas, McPherson, KS 67460. **Application deadline is at least 90 days prior to the scheduled event.**

**ELIGIBILITY:** The MARKETING GRANT is available to any non-profit group or organization in the City of McPherson actively involved in advertising, promoting or marketing McPherson to leisure tourists or visitors. To qualify for funding, projects must meet the following requirements:

- 1) The project's primary function must be aimed toward marketing to visitors and tourists and designed to stimulate economic growth and/or to enhance future tourism development activities that attract visitors.
- 2) The project must be sponsored by a non-profit group or organization.
- 3) Events or attractions must be available to the public.
- 4) Each grant request must include a statement as to how the impact and effectiveness of the project will be measured. Upon completion of the project and within 60 days of the event, an impact statement and proof of expenditures must be submitted to the McPherson Convention and Visitors Bureau. If this information is not provided within 60 days, it will jeopardize the organization's opportunity for future grants. Grant dollars are not issued until all supporting documents are submitted.
- 5) Only 15 percent of the budget may be used for local advertising.
- 6) The following phrase must appear on all printed material related to the event or attraction, **"This event is funded in part by a grant from the McPherson Convention and Visitors Bureau."**

### MARKETING GRANT DEVELOPMENT:

- 1) Purchasing Procedure – Grant recipients are responsible for insuring the cost is competitive. McPherson businesses should be used for the project if possible. Excluded items include salaries or administrative fees, food and beverage, items for re-sale, travel expenses, reprinting of current brochures, prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats, entertainment and honorariums, equipment purchase and rental, local and state beauty pageants and parades, in-house postage and material inventory, donations and in-kind contributions to sponsors, anything contrary to law, bumper stickers, program booklets, stationary, membership solicitation literature or clipping service.
- 2) Modification – Grant recipients cannot transfer funds from one specific grant event or attraction to a different project.
- 3) Withdrawal – Grant recipients will notify the McPherson Convention and Visitors Bureau in writing immediately if approved grant funds will not be used as outlined in the original application. This notification will result in the cancellation of the grant award.
- 4) Liability – Grant recipients are responsible for any and all liability issues resulting from the activities of the event or attraction and will hold the City of McPherson and the McPherson Convention and Visitors Bureau harmless from any liability as a result of granting funds.

**MARKETING GRANT COMPLETION:** The grant recipient will submit a letter to the McPherson Convention and Visitors Bureau no later than 60 days after the event or attraction. Supporting documents should include a brief financial summary accounting for expenditures including matching grant funds, proof of expenditure payment(s), a copy of the performer contract and/or a copy of a venue rental agreement. Additional information provided should include a sample of any publicity created to support the event or attraction, a statement of the event or attraction's actual impact on the community and a digital copy of participant information collected if applicable. Grants will only be issued upon completion of the event or attraction and the submittal of required documentation.





**AUDIO VISUAL** (specify media output i.e. film, video tape, DVD, slides or prints)

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

\$ \_\_\_\_\_ **TOTAL AUDIO VISUAL MARKETING BUDGET**

**INTERNET/WEB** (specify media source i.e. website, Facebook, Twitter, Pinterest)

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

\$ \_\_\_\_\_ **TOTAL INTERNET/WEB MARKETING BUDGET**

\$ \_\_\_\_\_ **GRAND TOTAL MARKETING MARKETING**

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date Submitted