

EVENT & ATTRACTION GRANT GUIDELINES

McPherson Convention and Visitors Bureau

PURPOSE: The McPherson Convention and Visitors Bureau EVENT & ATTRACTION GRANT program is designed to assist event planners in bringing performers and tourist attractions to McPherson. Grant recipients can receive monies to assist with up to 50 percent of the cost of booking a performer, an exhibit or the rental of a facility to stage an event that will bring visitors to town.

SPECIFICATIONS: The total annual EVENT & ATTRACTION GRANT pool is \$10,000. Any organization requesting grant monies must be prepared to match the amount dollar for dollar. Qualifying items include a performer's booking fee, rental of a facility to hold an event or the fee for booking an exhibition, art show or other educational program. 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 EVENT & ATTRACTION GRANT is available to any non-profit group or organization in the City of McPherson actively involved in promoting 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 attracting tourists and visitors and must be 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) The applicant must be willing to provide the McPherson Convention and Visitors Bureau with a digital copy of all participant information collected i.e. name, address, phone or email contact if applicable.
- 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."**

EVENT & ATTRACTION GRANT DEVELOPMENT:

- 1) Purchasing Procedure – Grant recipients are responsible for insuring the cost of supplies is competitive. McPherson businesses should be used for the project if possible. Excluded items include advertising, equipment rental, fixtures for displaying exhibit and meals, hotel and travel expenses of the performer.
- 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.

EVENT & ATTRACTION 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.

How will the event or attraction be tracked to determine its effectiveness? _____

Has your organization received past grants from the McPherson Convention and Visitors Bureau to support this event or attraction? If yes, please list the date(s) and amount(s) received. _____

Provide an estimated budget for the event or attraction:

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	TOTAL BUDGET

Applicant Signature

Date Submitted