

Dodge City Convention and Visitors Bureau

Printing Grant

Program Guidelines

Reimbursable Grant



The mission of the Dodge City Convention and Visitors Bureau is to bring convention and travel business into Dodge City, by promoting Dodge City and area resources and assets to meeting planners, group tour operators, travel writers and prospective tourist.

The Printing Grant has been developed to support the Convention and Visitors Bureau's mission by assisting attractions in printing brochures for the purpose of promoting the activities and assets of the attraction to visitors who are spending the night in Dodge City. Funding through this partnership with the Dodge City Convention and Visitors Bureau is intended to increase travel and tourism sites in our community, while enhancing their image. This grant leverages the CVB's resources and extends the marketing for Dodge City.

Applications will be reviewed by the CVB Advisory Board at the regularly scheduled monthly meetings, where recommendations will be made.

Yearly, \$5,000.00 will be awarded on a first come first serve basis, until the funds are exhausted.

The Grant is a two part application process. Applications will be accepted throughout the year. Grant awards will be announced as they are gifted.

Applicants may be asked to participate in an application interview by phone or in person. If the application request is approved by the CVB Advisory Board, the applicant will be asked to submit final documents for funding gift.

Applicants should plan ahead. The application review process can take up to two months. Funds will not be awarded to projects that are in process or whose begin dates are prior to the award date. The time period for completing the grant project will be assigned when the grant is awarded and will be based on the grant project timeline.

The grant will reimburse up to 50 percent of actual printing expenditures for a single grant project not to exceed a maximum of \$500.00. The final cost of the project determines the actual amount reimbursed not to exceed the amount specified in the contract. An organization shall not receive more than \$500.00 in a single calendar year, per project.

Only one grant application shall be accepted for a multiple-community project. One contact person will be identified to represent the collective group. The letters of commitment need to be included in the application.

Submitting a grant application will not guarantee grant approval.

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Eligibility and Grant Requirements – Program Guidelines

- The applicant organization must be in good standing in other Dodge City CVB programs such as Dodge City Visitor Guide listings, web page listings, and so on.
- The applicant must “Submit and Event” to the Convention and Visitors website, www.visitdodgecity.org if applying for a grant for an event.
- Organizations must be within Dodge City or Ford County.
- The organization shall commit to provide brochures for the purpose of distribution at the Dodge City Visitors Center. For events, the printed piece should be available at least 60 days prior to event date. (Usually about 200 to 500 pieces will be needed, based on the popularity of the attraction/event.)
- The organization shall commit to provide brochures for the purpose of distribution at the State owned Travel Information Centers. For events, the printed piece should be available at least 60 days prior to event date. (Usually about 100 to 200 pieces will be needed per location, based on the popularity of the attraction/event.)
- All printed materials shall be in good taste. Printed materials will be reviewed during the pre-application process.
- Grant awards can support first time-marketing efforts, as well as sustain ongoing marketing programs
- Grant funds can be used to participate in other Dodge City Convention and Visitors Bureau programs.
- Grants can be used in conjunction with other community Grants.
- Failure to comply with these guidelines may result in the denial of future grant requests.

The Dodge City ‘Get the Heck into Dodge’ square logo shall be included in printed materials (no less than 1x1 inch) the logo will be provided by the CVB. The application must show how the brand will be incorporated into the promotional materials. (The logo can be obtained from the CVB.)

Grant applications should be submitted at least 60 days prior to expected grant distribution for attractions, and 90 days prior for events.

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Fundable Activities

- Graphic Design and/or Printing of Promotional Materials.

A detailed description of the promotional materials shall be submitted for all design work. An example of the design shall be included in the pre-application. A distribution plan shall be submitted with all requests for brochure and guide design and printing.

- Brochure and Guide Distribution.

The grant may fund regional brochure or guide distribution that is done through a professional distribution company. The distribution schedule for the planned regions and dates shall be included in the application.

Non-fundable items

Following are items that are non-fundable through the grant program:

- Marketing of local community events that promote mostly to local citizens and are attended predominantly by local citizens.
- Association memberships.
- Salaries and wages.
- Entertainment and honorariums.
- Items for re-sale.
- In-house postage and material inventory.
- Program booklets, stationery, and membership solicitation literature.

Grant Payment

The Dodge City Attraction and Event Printing Grant is a reimbursement grant.

All requests for grant funding payments are due within two months of the project's completion.

An invoice and cancelled check showing paid status and examples of finished product shall be submitted with the request for payment.

Questions

For assistance contact Jan Stevens at (620) 225-8186 or e-mail jans@dodgecity.org

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Dodge City Printing Grant Application

(Grant will be awarded once project is completed)

Please review the Dodge City Printing Grant Program Guidelines before completing this form.

(1.) Business Information

Organization Name _____
Project Coordinator Name _____ Title _____
Address _____ City _____ State _____ Zip _____
Telephone (____) _____ E-mail Address _____
Organization's Web Site _____

(2.) Project Information

Project Name _____
Estimated Begin Date _____ Estimated Completion Date _____
Have you or any of the applicant partners previously received a Marketing Grant?
Yes ___ No ___
If you answered yes, please give short description of project and date funding was awarded.

(3.) Funding Information

(The application costs should be estimated as closely as possible. Firm cost shall be submitted on the final application.)
Total Project Cost \$ _____
Grant Funds Requested \$ _____
Applicant Match \$ _____

(4.) Required Information

- Detailed description of the grant project to include, a design copy of the printed piece, quantity to be printed, placement/distribution information and other supporting documentation.
- The applicant's Board of Directors or like Organizational Letter of Support, as well as any other community letters of support.
- Project cost to include copies of professional service bids such as creative design, print, enhancements, photography, and so on.

What do you expect the economic benefit will be to Dodge City or south west region as a result of this marketing activity?

Printing Grant Application

Do you expect an increase in overnight stays in Dodge City as a result of this marketing activity?

Are new partnerships being formed to support the grant activities?

What other funding sources have you applied for or considered to support the grant project?

Will you be able to complete this project if we are unable to fund your request?

(5.) Mail or hand deliver the original of the completed application to:

Jan Stevens, Director
Dodge City Convention and Visitors Bureau
400 West Wyatt Earp
Dodge City Kansas 67801

If you have questions during the application process, please contact Jan Stevens at:
(620) 225-8186 e-mail jans@dodgecity.org

(6.) Authorized Signatures

I have read the grant guidelines and have accurately completed this application. I understand that this is a competitive grant process and that I must meet the eligibility requirements outlined in the grant guidelines in order to be considered for a grant. I acknowledge that I have the authority to submit this application and commit the matching funds.

I understand that it is a criminal violation under Kansas Law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

This grant is funded by the 6% transient guest tax paid by visitors who spend the night in the motels in the city limits of Dodge City. It is collected by motels, and administered by the state of Kansas to the City of Dodge City.

The Convention and Visitors Bureau is a department of the City of Dodge City.

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