



Dodge City Convention and Visitors Bureau

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For Immediate Release

Dodge City Kansas-October 3, 2017

The Dodge City Convention and Visitors Bureau Announces the Fourth Year of Locally Funded Marketing Grants

The Dodge City Convention and Visitors Bureau is pleased to announce the third year of availability for funding for the City Departments' **Marketing Grant**. This grant, intended for marketing purposes, is available to attractions, venues, or those who hold events or promote activities in Ford County that will attract overnight guests to the community. The grant will be awarded prior to the completion of the project, once completed, a proof of completion and results report will be required. The grant can **cover 80% of the marketing cost, up to \$2,000.00 per project**. There will be \$8,068 available to be awarded this round. **The grant deadline is October 31st 2017 and will not be available again until April 30th, 2018.**

The Dodge City Convention and Visitors Bureau **previously awarded** Marketing Grants totaling **nearly \$60,000.00 in the past three years**. While not all the results are in, it has been estimated by those who were aided, that **the impact to the community is over \$51 Million Dollars**.

Past Grants have been awarded to the following recipients:

Boot Hill Museum, for the Kansas Cowboy Hall of Fame, Poster Project and Digital Marketing; Ford County Fair; Dodge City Community College, for the lecture series; Winter Expo; Cross Fit-Wild West Throw Down Event; Dodge City Area Chamber of Commerce; Boot Hill Casino and Resort; Kansas Teachers Hall of Fame; Dodge City Roundup; several Wrestling Tournaments; Central Station; Dodge City Ambucs; Western State Bank Expo; Great Western Cattle Trail; and many other events taking place in Dodge City.

These projects have been funded in the efforts of bringing visitors to Dodge City. The grant monies have assisted with raising awareness of activities within the community, and have aided with increased attendance to events and attractions.

This marketing grant was formed in February 2014, to work in tandem with the other locally offered grants through Festivals, Mariah Funds, and Why not Dodge.

The mission of the Convention and Visitors Bureau is to promote Dodge City and the area's resources and assets to bring prospective tourists and convention and travel business to Dodge City. As part of our mission, The Convention and Visitors Bureau aids our attractions and event coordinators in their efforts of getting the word out to prospective visitors to our community, and supports the efforts of bringing overnight travel to Dodge City.

All applicants are required to use the “Get the Heck into Dodge” logo, or otherwise recognize the source of the funding in the marketing project.

The grant will be approved by a five person committee, comprised of local community citizens of Dodge City during a special “Grant Awards Selection” meeting.

A copy of the grant application can be accessed on the left side of the homepage under ‘more information’ of the www.visitdodgecity.org site, or can be picked up at the Visitors Center at 400 West Wyatt Earp Boulevard.

For more information concerning the grant and the October 31st, 2017 deadline, please contact Colleen Hastings, Assistant Director of the Dodge City Convention and Visitors Bureau at 620-225-8186.

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