



March 19, 2021

FOR IMMEDIATE RELEASE

Contact: Megan Welsh, Dodge City Convention & Visitors Bureau
Phone: (620) 225-8191
Email: meganw@dodgecity.org

Dodge City Convention & Visitors Bureau : Return of Locally Funded Marketing Grants

The Dodge City Convention and Visitors Bureau (CVB) is pleased to announce the return of the funding for the CVB's 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. Funding will be awarded before the completion of the project. Once completed, proof of project completion and results report will be required. The grant can cover 80% of the marketing cost, up to \$1,000.00 per project. There will be \$5,000 available to be awarded this round. The grant deadline is April 30, 2021.

This marketing grant was formed in February 2014, to work in tandem with the other locally offered grants through Festivals, Mariah Fund, and Why Not Dodge Organizational Funding. Over the past 5 years, the CVB has awarded over \$91,000.00 in grants. Those who have been aided by this funding estimate that the economic impact to the community is over 65 million dollars, using industry standard calculations. Some of the past grant recipients are: Boot Hill Museum, Ford County Fair, Dodge City Community College, Winter Expo, Dodge City Area Chamber of Commerce, Boot Hill Casino & Resort, Kansas Teachers Hall of Fame, Dodge City Roundup, Central Station, HorseThief the Festival, Ford County Historical Society, and many others.

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 CVB aids our attractions and event coordinators in their efforts of promoting to prospective visitors and supports the efforts of bringing overnight travel to Dodge City. The goal of funding these projects has been to attract 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.

All applicants are required to use the new "Dodge City" logo, or otherwise recognize the source of the funding in the marketing project. A committee, comprised of local citizens of Dodge City will approve the funding. A copy of the grant application can be accessed, completed, and submitted online at www.visitdodgecity.org under the "Media & More" tab.

For more information concerning the grant and the April 30, 2021 deadline, please contact Megan Welsh, Manager of the Dodge City Convention and Visitors Bureau at (620) 225-8191.

####

Megan Welsh, Manager
Dodge City Convention and Visitor's Bureau
400 W. Wyatt Earp Blvd.
Dodge City, KS 67801
(800) 653-9378 | (620) 225-8186
www.visitdodgecity.org

