

# AUGUSTA CTB GRANT PROGRAM



## CRITERIA AND GUIDELINES

### PROGRAM DESCRIPTION

The Augusta Tourism Grant Program is designed to support and encourage a wide range of local special events, projects and programs *that enhance tourism and bring visitors to Augusta by promoting overnight stays at lodging facilities that pay the 5% transient guest tax.* **Funds are available to non-profit tourism attractions and non-profit organizations sponsoring special events, projects and programs in Augusta and its growth area.**

Tourism Development Grants will be awarded on a competitive basis, with primary consideration given to applications which:

- Feature new or expanded events, projects or programs
- Attract visitors from 50+ miles
- Attract overnight visitors
- Seek multiple sources of support

### GRANT CATEGORIES

Organizations may submit multiple grant applications; however, only one grant per category will be approved within a calendar year. Grants may be awarded in the following categories:

- 1. Special Events:** These funds must be utilized for the purpose of promoting and/or developing an event, festival or convention capable of attracting visitors. Event marketing must be targeted to media that primarily reaches out to non-Augusta residents. Grant may also be used for equipment rental, insurance, performer fees, security, mailings and event signage. *(Copies of promotional materials, photos, etc. must be included in final report.)*
- 2. Marketing:** Marketing grants shall be used for promotional materials (i.e. brochures, rack cards, signage, and advertising). Signage and cooperative advertising programs, which include tourism partners in the region, are eligible. Advertising should target media with at least a 50 mile radius. *(Copies of tear sheets, brochures, etc. must be included in final report.)*
- 3. Attraction Development:** Attraction grant funds should provide improvements to existing attractions or for development of new attractions. Improvements that benefit tourism and augment the visitor's experience could include signage, equipment, and items for exhibit development. *(Photos and other details of completed projected must be included in final report.)*

#### Grant Funding may not be used:

- For standard operating expenses or professional services (i.e. rent, utilities, payroll, legal, travel)
- For permanent infrastructure and capital building projects (bricks & mortar)
- For events, marketing, or projects that have already occurred or for expenses already incurred.

- For organizations which have not fulfilled all previous grant guidelines.
- For events or projects outside of Augusta or its growth area (as defined by City of Augusta).
- By for-profit entities, political parties, sectarian religious purposes, or state/federal government.
- Anything contrary to federal or state laws or local ordinances.
- For more than 50% of the overall event/project budget.

## CRITERIA

To be considered for funding, projects must meet the minimum grant program criteria. The CTB Board will review and rate applications based on the following:

### Event/Project Summary

- Diversity, uniqueness and growth potential of event or project
- Events/projects must demonstrate need for funds
- Events/projects must demonstrate commitment and planning for success
- Adherence to guidelines and completeness of Grant Application

### Audience

- Appeals to a broad-based audience
- Seeks to increase visitors/participants with new or expanded opportunities
- All events/projects must be open to the public

### Economic Impact

- Visitor experience and attractions provide a genuine entertainment and educational value
- Potential for overnight or extended stay

### Budget

- Event/project demonstrates evidence of careful financial planning
- Events/projects seek multiple sources of support

### Program Goals

- Event/Project marketing/advertising reaches beyond 50 mile radius of Augusta
- Event/Project encourages overnight visitors
- Event/Project creates a positive perception of Augusta to visitors as well as community

## REQUIREMENTS

- Submit **seven (7) copies** of completed Grant Application and relevant support materials. (Applicants are welcome to present their request in person at CTB review meeting.)
- Grant requests should not exceed more than **50% of total event / project costs up to \$1000.**
- The Grantee must acknowledge the Augusta Convention & Tourism Bureau as a sponsor of the Event/Project. All printed materials funded by the grant will use the Augusta Convention & Tourism Bureau Logo and will read **“Funded in part by the Augusta Convention & Tourism Bureau.”**
- Awards are set up on a **reimbursement basis**. Copies of all approved invoices or statements for expenses incurred from this project must be turned in within 60 days of the event/project completion date or forfeiture of funds may occur.

- A **final project report form** must be completed and submitted with itemized list of expenses and receipts and supporting documents.
- Special events and projects for which grants are requested must occur during the year in which the grant application is submitted.
- If an applicant is requesting funding for more than one special event or project, separate applications must be completed for each request. Applicant should prioritize requests.

### **APPLICATION EVALUATION AND SELECTION PROCESS:**

The CTB Board will review all applications and make recommendations for grants to City Council for final approval. Once funds are awarded, a letter of the decisions informs all applicants. In the event that a member of the review board serves on the Board of the applicant organization or event, or is affiliated in another manner, it is mandatory that said member recuse himself/herself from review and/or decision making process of that specific application.

Within 60 days after successfully completing the special event, project or program, grant recipients must submit the Final Report Form to the Augusta Convention & Tourism Bureau for review. Final payment of grants will be sent to recipients following review of the Final Report Form and Augusta CTB Board approval.

The CTB Board will review the criteria and guidelines on an annual basis to enhance, amend, or annul them. The CTB Board reserves the right to enhance or amend funding based on need and availability of funds.

If you have any questions or comments, please contact:

Jayne Chapin  
Executive Director

Go! Augusta  
618 State Street  
Augusta, Ks 67010  
Phone: 316-775-4585  
Email: [goaugustaks@gmail.com](mailto:goaugustaks@gmail.com)  
Website: [www.goaugusta.org](http://www.goaugusta.org)

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## APPLICATION FORM

### Return completed application to:

Go! Augusta/ Convention Tourism Bureau  
618 State St.  
Augusta, KS 67010

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

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Name of Project/Event: \_\_\_\_\_

Event/Project Date(s): \_\_\_\_\_ Location: \_\_\_\_\_

Name/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

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### TYPE OF GRANT

Special Events

Marketing

Attraction Development

### PROJECT SUMMARY

In the space provided below, please provide a summary of the event/project (attach additional pages as necessary.)

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### AUDIENCE

Describe the audience you hope to reach with this event/project.

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## ECONOMIC IMPACT

### Complete this section if applying for a Special Events Grant:

- Estimated number of lodging nights and/or rooms booked by this event? \_\_\_\_\_
- Is or will this be an annual event? \_\_\_\_\_
- Estimated number of visitors this expected at this event? \_\_\_\_\_

### Complete this section if applying for Marketing or Attraction Development:

- Number of visitors annually? \_\_\_\_\_ Percentage of out-of-town visitors? \_\_\_\_\_
- Is this a one-time project? \_\_\_\_\_ If No, how often will it reoccur? \_\_\_\_\_

## BUDGET

Describe how the funds will be spent (You may attach event/project budget)

Estimated Total Event/Project Costs:           \$ \_\_\_\_\_

Total Grant Amount Requested                 \$ \_\_\_\_\_

*\*\*original receipts must be submitted as proof of expenditures upon completion of event/project\*\**

Do you plan to apply for, any other grant programs to fund this project?

If yes, specify which programs and the amount requested?

\_\_\_\_\_

**Please attach any supporting resources for this event/project.**

## ACKNOWLEDGMENT

I acknowledge that I have read and understand the application guidelines and requirements. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements indicated in the grant and understand if my organization does not adhere to these guidelines funding of this application may be forfeited.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name/Organization**

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## FINAL REPORT

**This form should be completed within 60 days of the event / project completion**

**Return this Report to:** Augusta Convention & Tourism Director  
618 State St.  
Augusta, KS 67010

Organization Name \_\_\_\_\_ Contact: \_\_\_\_\_

Event / Project: \_\_\_\_\_

Project Dates:        Begin: \_\_\_\_\_        End: \_\_\_\_\_

Total Amount of Grant: \$ \_\_\_\_\_

Provide a summary of the event/project; identify successes and areas for improvement:

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Attach Itemized Expense Report showing estimated & actual costs and attach copies of all receipts/cancelled checks.

Attendance:        Estimated: \_\_\_\_\_        Actual: \_\_\_\_\_

Facilities Used: \_\_\_\_\_

Motels Used: \_\_\_\_\_

Number of Rooms Rented: \_\_\_\_\_        Satisfied with facility and service? \_\_\_\_\_ Yes \_\_\_\_\_

Comments: \_\_\_\_\_

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Did the Augusta Convention and Tourism Bureau provide any additional services/resources for the event/project? \_\_\_\_\_

**Please attach a list of any advertising placement, photocopies of any printed information, script(s) of audio/visual placement or any photos.**