

VISITOR ATTRACTION GRANT GUIDELINES

McPherson Convention & Visitors Bureau

OVERVIEW: The Visitor Attraction Grant is designed to assist local organizers with costs related to planning and executing community events. Grants are available for one- or multiple-day events designed to attract visitors to the City of McPherson. Grants will be issued on a sliding scale including up to \$500 for a one-day event; up to \$750 for a two-day event; and up to \$1,000 for a three-day event. Grant amounts cannot exceed more than 50 percent of total event costs. Exceptions are contingent upon a recommendation by the McPherson Convention & Visitors Board of Directors and approval by the McPherson City Commission.

SPECIFICATIONS & ELIGIBILITY: The Visitor Attraction Grant is available to any organization or non-profit group in the City of McPherson actively involved in advertising, promoting or marketing McPherson to leisure tourists, visitors or sport tournament participants. Grant applicants must meet the following requirements:

- 1) Submit grant application at least **90 days** prior to the scheduled event to McPherson Convention & Visitors Bureau, 1111 E. Kansas, McPherson, KS 67460 or director@visitmcperson.com.
- 2) Provide brief descriptions about the target audience, impact on local economy, marketing strategy and event budget. Events resulting in “overnight stays” will receive priority.
- 3) Use the phrase **“This event is sponsored in part by a grant from the McPherson Convention & Visitors Bureau”** on all printed and electronic event advertising.
- 4) Submit an impact statement and proof of expenditures no later than **30 days** after the event. **Grant dollars will not be issued if documentation is not received by the 30-day deadline.** Failure to submit documentation may jeopardize opportunity for future grants.
- 5) Notify the McPherson Convention & Visitors Bureau in writing if approved grant funds will not be used as outlined in the original application. Notification will result in the cancellation of the grant award.

All grant recipients are responsible for any and all liability issues resulting from activities of the event or attraction and will hold the City of McPherson and the McPherson Convention & Visitors Bureau harmless from any liability as a result of granting funds.

VISITOR ATTRACTION GRANT APPLICATION
McPherson Convention & Visitors Bureau

Use this form to submit your grant request. Attach additional sheet if more space is needed. Only one grant application may be submitted per event. **Application deadline is at least 90 days prior to the event.**

Name of Organization: _____

Mailing Address: _____

Contact Name: _____ **EIN:** _____

Work Phone: _____ **Cell Phone:** _____

E-Mail Address: _____

Event or Attraction Name: _____

Event or Attraction Date(s): _____

Total Grant Amount Requested: \$ _____

Provide a brief description of the event or attraction including target audience, number of participants or teams expected and from what geographic locations: How will this event or attraction draw visitors to McPherson?

What are the benefits to the local community including impact on hotel occupancy and local businesses?

Provide a brief description of how you will market your event or attraction:

Provide an estimated budget for your event or attraction:

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

\$ _____ TOTAL BUDGET

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.

_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____

Applicant Signature

Date Submitted