

This program allows local businesses to apply for city-sponsorship tourism grant funding using the following requirements (but not limited to):

- The event and business must be located in North Kansas City, and if applicable, the business must have a business license in good standing.
- Grant funding may only be used for special event expenses and cannot be used for routine operational and administrative expenses.
- Applicants can receive a maximum of \$500 in grant funding in a fiscal budget year (Oct. 1 - Sept. 30). Grant recipients will receive half the grant funding upon City Council approval and the remaining half upon staff approval of the post-event information form.
- Multiple businesses and organizations can apply for grant funding for the same event. Single event maximum funding is \$1,500.

Tourism Grant Funding will be assessed and awarded primarily on the following factors:

- The extent to which the event would promote and provide exposure about NKC's appeal as a tourist/visitor destination.
- The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within the city limits of North Kansas City.
- The extent to which the event is anticipated to enhance tourism/visitor spending in North Kansas City.
- The extent to which the event has the potential for future growth.
- The extent to which the event provides an overall benefit to the community.

Ineligible businesses, organizations, activities and events include:

- Programming that is not open and marketed to the general public.
- Projects that reflect or enhance political parties, candidates or political office holders.
- Events that currently receive City funding.
- Routine, ongoing activities such as individual concerts or events.
- Projects that directly benefit a religious organization or activity.
- Businesses or organizations that are not registered with the Missouri Secretary of State.
- Businesses or organizations that do not have a physical address located within the city limits of North Kansas City, Mo.
- Events and/or businesses located within a Community Improvement District.

City-Sponsored Tourism Grant Funding Application Process

1. The funding for the City-Sponsored Tourism Program follows the City of North Kansas City's Fiscal Year, Oct. 1 - Sept. 30. The event date(s) will determine the fiscal year applications will be considered for grant funding.
2. Applications are accepted year-round, but funding for the program is limited. Funding considerations will be made in the order applications are received.
3. Incomplete applications will not be considered. Please attach as much background information as possible to better acquaint the City with your application request.
4. All applications must be submitted a minimum of 45 days before the start of the event. Any requests received with less than a 45-day window may not be reviewed.
5. Submit your completed application packet to: City of North Kansas City — attention City Clerk, 2010 Howell Street, North Kansas City, MO 64116 or city@nkc.org.
6. The City Council has the authority to approve or deny any grant funding application. Applicants will be notified within 10 days as to the actions taken by the City Council.
7. Grant recipients will receive half the grant funding upon City Council approval and the remaining half upon staff approval of the Post-Event Information Form.
8. A completed Post-Event Information Form is due 30 days after the event.

Financial Guidelines and Documentation

1. Funds WILL NOT be granted for normal and routine operation and administrative expenses normally paid by the business or organization conducting the event.
2. Payment will only be made to the applicant business or organization. No payments will be made directly to vendors or individuals, or to any party other than the applicant.
3. Each application form must:
 - Be signed by an authorized officer or agent of the applicant business or organization;
 - Provide financial information detailing all proposed expenses associated with the City-Sponsored Tourism Grant Funding;
 - Provide details of all sponsorship packages (including all sponsor financial levels and sponsor benefits) made available to potential event sponsors.
4. All funding recipients are required to maintain complete and accurate accounting for the event.
5. All businesses or organizations awarded sponsorship funding for an event must substantially accomplish what was presented and set forth in the application prior to receipt of grant funding. If, for any reason, the requirements of the application have not been substantially met in the sole discretion of the City, payment may be reduced or withheld.
6. All grant funding awards are subject to the availability of program funds.
7. **All recipients awarded funding must display the City logo on materials, and include the City as a sponsor in all promotional and support literature including program books, print and electronic advertising, and in-facility promotions.**
8. The staff recommendation and the final decision by the City Council to award or not to award event sponsorship funding to an applicant will be based primarily on the following factors:
 - The extent to which the event would promote and provide exposure about North Kansas City's appeal as a tourist/visitor destination.
 - The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within the city limits of North Kansas City.
 - The extent to which the event is anticipated to enhance direct spending through increased tourism/visitor activity in North Kansas City.
 - The extent to which the event has the potential for future growth.
 - The extent to which the event provides an overall benefit to the community.

The following event expenses are eligible for reimbursement.

- Advertising
- Entertainment
- Equipment rental
- Exhibition rentals
- Insurance
- Office supplies
- Postage
- Printing
- Promotional material
- Publicity

The following event expenses are ineligible for reimbursement.

- Utility installation/service
- Equipment purchases
- Cash awards
- Rental of primary office space
- Gasoline purchases
- Salaries/stipends
- Travel expenses
- Consultants/planners (directors, technicians)
- Permits, licenses or expenses related to alcohol
- Previously completed activities.
- An operating deficit or budget shortfall
- Existing deficits, fines, contingencies, penalties, interest or litigation costs
- Property or retail sales taxes

Applications due 45 days before the event date.
Incomplete applications will not be considered.

Pre-Event Application Form

APPLICANT INFORMATION

Business/Organization Name		Contact Name	Title
Address	City	State	ZIP Code
Office Phone	Cell Phone	Email	

EVENT INFORMATION

Name of Event	Event Date(s)	Event Start Time	Event End Time
Event Address	City	State	ZIP Code

Please list additional event address(es). If needed, please attach a comprehensive list.

Event Description:

Event Website (if applicable)	Anticipated Attendance (per day if multi-day event)
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Is this a new event? Yes No Is this a recurring event? Yes No

If this is a recurring event, what was last year's attendance? _____

Is this event open to the public (either ticketed or free)? Yes No

Is this a ticketed event? Yes No If so, what is the ticket price? _____

Pre-Event Application Form (cont.)

Grant Amount Requested (maximum of \$500 in grant funding in a fiscal budget year (Oct. 1 - Sept. 30): _____

Grant funding to be used for:

- | | | |
|---|--|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Insurance | <input type="checkbox"/> Promotional material |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Office supplies | <input type="checkbox"/> Publicity |
| <input type="checkbox"/> Equipment rental | <input type="checkbox"/> Postage | |
| <input type="checkbox"/> Exhibition rentals | <input type="checkbox"/> Printing | |

Please describe how the City's sponsorship will be included on event materials:

ADDITIONAL REQUIREMENTS

Request For Additional Information (Please submit additional attachments with the submitted application.)

- Please include a write up that includes event details and information as it relates to:
 - the extent to which the event would promote and provide exposure outside the metro area with regard to North Kansas City's appeal as a tourist/visitor destination;
 - if applicable, the number of North Kansas City hotel room nights anticipated to be generated and a list of all hotels/motels to be used;
 - the percentage of attendees from outside the greater Kansas City metropolitan area;
- A budget of anticipated revenues and expenses including details of how the City-Sponsorship Tourism Grant Funds are proposed to be used; and,
- A copy of the event marketing/advertising plan. Please provide details of all sponsorship packages (including all sponsor financial levels and sponsor benefits) made available to potential event sponsors.

Signature of Authorized Agent

Printed Name

Date

Post-Event Information Form due 30 days after the event. date.

Post-Event Information Form

APPLICANT & EVENT INFORMATION

Business/Organization Name Contact Name Title

Name of Event Event Date(s) Event Start Time Event End Time

Grant Amount Awarded Maximum of \$500 in grant funding in a fiscal budget year (Oct. 1 - Sept. 30): _____

Evaluation of Overall Event:

Estimated economic impact of the event in North Kansas City (please include hotel information if known):

Event Attendance (per day if multi-day event) If known, percentage of attendees from outside of the KC metro?

Will this event return next year? Yes No

ADDITIONAL REQUIREMENTS

Request For Additional Information (Please submit additional attachments with the submitted application.)

- A detailed account of how the City-Sponsorship Tourism Grant Funds were used;
- A copy of the event marketing/advertising materials.

Signature of Authorized Agent Printed Name Date