



DATE: November 2010
TO: Salina Cultural Arts Organizations
FROM: Sylvia Rice, Visit Salina Director
RE: Cultural Arts Regional Marketing Program

Thank you for your interest in the Cultural Arts Regional Marketing Program! Please carefully review the information contained in this packet, in order to:

- Determine your eligibility to participate (Flowchart)
- Determine whether Fund One OR Fund Two better fits your situation (Flowchart)
- Apply for dollars to support your regional marketing efforts (Applications)

This is a NEW program, and while several people taken great time and effort to develop the components included, there will certainly be questions. You are encouraged to email questions to me at srice@salinakansas.org. I can also be reached at 785-827-9301, extension 138.

Please note deadlines contained for each of the two funds.

Here's to strengthening the efforts of all, to develop our identity as a regional cultural arts center. Good luck in your endeavors!

Cultural Arts Regional Marketing Program Applicant Flowchart

For the purpose of this program, the definition of **cultural arts organizations** is: *not-for-profit organizations, as determined by the Kansas Secretary of State, that provide enlightenment and entertainment to the public through the production, exhibition, advancement, or preservation of art, literature, music, theatre, dance, zoology, science, botany, natural history or cultural history.*

Step One: Does your organization meet this definition of cultural arts organization? If not, you are not eligible to apply for dollars in this program. If so, proceed with flowchart.

For the purpose of this program, the definition of **regional marketing** is: *marketing efforts that target audiences with a reasonably strong propensity to spend the night in a Salina hotel/motel, specifically:*

- a. Residents of geographic areas beyond a 100-mile radius of Salina;
- b. Residents of geographic areas beyond a 60-mile radius of Salina only if the application promotes a consecutive multi-day, incentivized event package.

Step Two: Based on this definition, does your organization have a regional marketing budget for 2010? If NO, you are not eligible to apply for dollars through this program. If YES, continue with flowchart.

Step Three: Is your organization's regional marketing budget for 2010 at least \$5,000? Is so, you are eligible to apply for dollars *either* through Fund One **OR** Fund Two. If not, you should proceed to Fund Two information.

Fund One applicants must be organizations that meet the criteria above, have a minimum regional marketing budget of \$5,000, *and* will work with other Fund One participants to create and implement a collaborative regional marketing plan for 2010. The minimum investment of \$5,000 from each participant is required, and applicants may request dollars from Fund One on a \$1 to \$1 match, up to \$20,000. See Fund One Guidelines for specific information.

Fund Two applicants must be organizations that meet the criteria above, have a regional marketing budget which could be less than \$5,000, and are interested in broadening their regional audience for cultural arts events and experiences. Partnerships with other agencies and businesses are favorably viewed. Applicant may request dollars from Fund Two on a \$2 to \$1 match, for between \$500 and \$2,000. See Fund Two Guidelines for specific information.

Step Four: Download appropriate Guidelines and Application Forms and proceed.

Regional Marketing Program for Salina Area Cultural Arts Organizations

Section I: Overview

A. Purpose—The purpose of the Regional Marketing Program for Salina Area Cultural Arts Organizations *is to increase the economic impact associated with overnight stays at Salina hotels/motels, specifically through visitors attending cultural arts venues and events, by means of enhancing regional marketing efforts of cultural arts organizations in the Salina area through a portion of the transient guest tax.*

B. About the Program—Charter Ordinance No. 35 authorizes the Board of City Commissioners of the City of Salina to levy a transient guest tax (TGT) at not to exceed the rate of 6.75%. Resolution number 09-6647 sets the TGT in Salina to be 6.7% for a period of 10 years from its effective date of October 1, 2009. (See Resolution Number 09-6647) As of September 30, 2019, the rate will be reduced to 5.7%.

Included is a portion of the TGT equal to .50% of the room sale, designated for a Regional Marketing Program for Salina Area Cultural Arts Organizations. Two components of the program were designed, with independent criteria and processes. Those are:

- **Fund One: Comprehensive Regional Marketing Plan Enhancements**—80% of funds generated through the .50% TGT will support Fund One.
- **Fund Two: Cultural Arts Regional Marketing Grants**—20% of funds generated through the .50% TGT will support Fund Two.

C. Components, Practices & Definitions Common to Entire Program (Both Funds)

1. For the purpose of this program, the definition of **cultural arts organizations** is: *not-for-profit organizations, as determined by the Kansas Secretary of State, that provide enlightenment and entertainment to the public through the production, exhibition, advancement, or preservation of art, literature, music, theatre, dance, zoology, science, botany, natural history or cultural history.*
2. For the purposes of this program, the definition of **regional marketing** is: *marketing efforts that target audiences with a reasonably strong propensity to spend the night in a Salina hotel/motel, specifically:*
 - a. Residents of geographic areas beyond a 100 mile radius of Salina;
 - b. Residents of geographic areas beyond a 60 mile radius of Salina, *only if* the application promotes a consecutive multi-day, incentivized event package;

3. In accordance with Charter Ordinance 35, TGT funds are to be collected by Salina hotels, motels, inns and subsequently filed and submitted to Kansas Dept. of Revenue (KDOR); KDOR will return those funds to City of Salina, less an administrative fee of 2%.
4. The City of Salina will quarterly distribute those outlined regional marketing funds to the Salina Area Chamber of Commerce in accordance with their contract to administer a tourism program for Salina, referred to as Visit Salina, a division of Salina Area Chamber of Commerce.
5. Salina Area Chamber of Commerce/Visit Salina will distribute dollars from both funds to qualifying participants as prescribed in each fund. Program funds will begin to be collected October 1, 2009, and dollars will be allowed to accrue through the fourth quarter of 2009, with no funds to be awarded prior to March 1, 2010.
6. City funded departments and/or agencies are **not** eligible to receive funds under this program; However, not-for-profit groups (see item C.1. above) associated with these agencies may apply **if** activities of the application are not being supported through other City funds. Applicants must provide their federal employer identification number as registered with the Internal Revenue Service.
7. Projects being considered for funding must have a realistic potential to draw a regional audience.
8. Media placements will be funded only to the extent of the percentage of their market share that specifically targets the regions outlined in Section I., Items 2a and 2b. *See Program Application for specifics.*
9. All participants will create and implement systems to track results and evaluate funded efforts, share those results in their post-event report to Visit Salina, and be available to share those by participating in an annual report to the Salina City Commission about the funded programs.
10. Funded projects could be subject to audit by the City of Salina and/or Salina Area Chamber of Commerce.
11. Funded materials must feature the official logos of the Visit Salina website and City of Salina.

Section II: Fund One - Comprehensive Regional Marketing Plan Enhancements

A. Specific Purpose—The specific purpose of the Fund One program is to increase the economic impact associated with overnight stays in Salina hotels/motels by working with area cultural arts organizations who are significantly involved in regional marketing and who cooperatively create a collaborative marketing plan, and strengthening their regional exposure by matching their investments with TGT funds.

B. Participant Eligibility, Requirements & Funding

1. Fund One will be funded by 80% of the dollars generated through the .50% TGT. Participants may apply for no more than 25% of the anticipated annual funding, based on the TGT budget set by Visit Salina and City of Salina, and must provide a one-to-one dollar match of no less than \$5,000.
2. Comprehensive Regional Marketing Plan Enhancements will be awarded on an annual basis, with participants receiving quarterly payments; However participants will be limited to funds as they are generated through the outlined TGT mechanism.
 - a. In the situation where quarterly TGT receipts falls short of anticipated budget, reduced funds will be distributed, and participants will adjust marketing plans accordingly.
 - b. In the situation where quarterly TGT receipts are greater than anticipated budget, those excess dollars will be distributed up to the amount awarded for the year.
 - c. At the end of the year, any un-awarded Fund One dollars will carry over, and the anticipated program budget will be adjusted accordingly for the following year.
 - d. Organizations will not be funded if final reports and required documentation for the previous year remain pending.

C. Application Procedure

1. Visit Salina will publish availability of grant guidelines and applications. Interested organizations will notify the Visit Salina Director in writing via mail or email, no later than December 15, 2009 of their intent to participate in the *Comprehensive Regional Marketing Plan Enhancements Program* for the following calendar year. In subsequent years, the deadline to express interest will be August 15, for funding in the following year.
2. Visit Salina will coordinate an initial mandatory/required meeting for all identified Fund One participants, to re-confirm their interest, and begin the collaborative planning process.

3. Identified participants will work together to create and submit marketing plans and budgets that specifically emphasize **collaborative programming** through various means, including but not limited to: promoting multi-day opportunities and/or packages, collaborative targeting of common audiences, cross promotion of product, and others to be created by the participants. Marketing plans will include:
 - a. Descriptions of products, events and projects to be marketed regionally, emphasizing collaborative plans between organizations;
 - b. Detailed plan of media to be utilized, including budgets and timeline;
 - c. Description of tracking mechanisms;
 - d. Documentation of matching funds, including overall marketing budgets for the coming year, expected and confirmed sources of income;
12. Marketing plans are due by **JANUARY 31, 2010**, delivered to the Visit Salina/Chamber office at 120 W. Ash, PO Box 586, Salina, KS 67402-0586. In subsequent years, the deadline for submission will be November 15 for funding in the following year.
13. Plans will be considered by representatives of Chamber/Visit Salina and City of Salina, with subsequent recommendations to the Salina Area Chamber of Commerce Board of Directors for final approval.

Section III: Fund Two - Cultural Arts Events Regional Marketing Grants

A. Specific Purpose—Fund Two is a Cultural Arts Events Regional Marketing Grants are designed to increase the economic impact associated with overnight stays by expanding the regional marketing potential of cultural arts events.

B. Participant Eligibility, Requirements & Funding—In addition to criteria and definitions previously outlined in the introductory section, applications for grants funding must meet the following criteria:

1. Organizations participating in Fund One **are not** eligible for Fund Two grants.
2. Funding is for regional marketing projects only. For example, grant dollars may not be used to *produce* an event, but may be used to *market that event regionally*.
3. Projects must emphasize increased economic impact through overnight visitation. For example, a package could be created with a specific hotel, or with another venue/event on the date previous to, or to follow their own.
4. Projects featuring collaborative efforts will be given priority consideration. For example, an organization with a Friday night event who partners with other businesses to package dinner, a special room rate and an event the next day would be given higher priority than one promoting only the Friday night event.
5. Organizations may apply for up to \$2,000 in grant funding, per application, based on a 1-to-2 match. i.e., providing a \$1 match for every \$2 requested. For example, if an organization's plan to market their event regionally has a budget of \$1,800, they could apply for \$1,200 in grant funding to match with their own \$600. Only one application per project.
6. In order to provide funding for sudden opportunities, at a maximum of \$500 per application, \$1,500 of the Fund Two budget will be set aside, with the applications to be reviewed as received.
7. All grant funds are paid as reimbursements upon completion of the project, per Section E below.
8. If Fund Two carries a balance of dollars not awarded at the end of the year, those will remain in reserve for future awards, until the Fund Two balance reaches 200% of the anticipated annual budget. Dollars in excess of the 200% level will transfer to the Bicentennial Center for their capital improvement projects.

9. Each applicant must have in place the ability to track the impact and effectiveness of their project, and provide those results to Visit Salina.

C. Application Procedure

1. Complete the grant application in full, following instructions exactly, using only space prescribed. Incomplete forms or other deviations from the application format may result in omission from the evaluation process.
2. Applications for 2010 projects are due **JANUARY 15, 2010**. In subsequent years, an application deadline of November 15 will be in place. Sudden Opportunity Grants will be reviewed as received.
3. Forward application and four copies to the Visit Salina office:

Visit Salina/Salina Area Chamber of Commerce
120 W. Ash—PO Box 586—Salina, Kansas 67402-0586

Attn: Sylvia Rice, Visit Salina Director

4. All applications will be judged and awards recommended by the Cultural Arts Regional Marketing Committee. This committee will be comprised of:
 - a. Hotel representative—to be appointed by the Chamber;
 - b. Cultural arts representative—to be appointed by City of Salina;
 - c. Representative of City of Salina;
 - d. Appointee of Salina Area Chamber of Commerce Board of Directors;
 - e. Director of Visit Salina;

Members of the Cultural Arts Regional Marketing Committee may not be directly involved with applying entities.

5. The application must bear the signature of the project director and the official authorized to sign on behalf of the agency. At least two signatures are required. In the event one person no longer is associated with or responsible for the grant activities during the course of the grant life, the other signing party assumes the responsibility for compliance with the grant guidelines and procedures.
6. The Cultural Arts Regional Marketing Committee will present award recommendations to the Salina Area Chamber of Commerce Board of Directors for final approval.

D. Project Development

1. The organization responsible for management of the project will be responsible for ensuring the cost of the project is competitive.
2. Applicants cannot transfer funds from one specific grant project to a different project. Any deviation from the grant application must be submitted in writing to the Visit Salina office for review by the committee.
3. The Chamber/Visit Salina must be notified in writing as soon as possible if the applicant does not plan to use their funds which have been approved.
4. The grant recipient is responsible for any and all liability issues evolving from the project activities.

E. Project Completion

Projects must be completed during the calendar year with a final report submitted to the Chamber/Visit Salina office within 30 days of the completion of the project, and prior to December 31, 2010. In order for distribution of grant funds as project reimbursement, the final report must include:

1. A brief overview of the project, including results for the organization, event and overnight visitation.
2. A brief financial summary accounting for all expenditures including matching funds.
3. Copies of invoices. Only itemized and dated invoices can be considered for reimbursement.
4. Cancelled checks to certify proof of payment, with a photocopy of the cancelled check attached to the appropriate invoice. Your cancelled check should only reflect payment for expenditures for items that are strictly related to the grant project.
5. A letter verifying in-kind services or in-kind contributions including letters of intent and contractor costs/donations.
6. When applicable, samples of project marketing materials should be included (ads, postcards, etc.)

Visit Salina and the City of Salina invite you to apply for Cultural Arts Regional Marketing Funds. We are supportive of the promotion of projects that have the potential to increase the economic impact associated with overnight stays in Salina

Cultural Arts Regional Marketing Program - Fund One

APPLICATION - Cover Sheet

Applying agencies must submit an Application Packet to include an original and three copies of:

- THIS FORM, COMPLETED IN FULL
- OVERALL MARKETING PLAN WITH REGIONAL MARKETING DETAILS *to include budget, media placements, calendars, DESCRIPTION of cooperative projects and campaigns;*
- GENERAL BUDGET FOR ORGANIZATION
- ALL INFORMATION SHOULD BE TYPEWRITTEN and submitted by January 15 to:
Cultural Arts Regional Marketing Program, c/o Visit Salina, Attn: Sylvia Rice; 120 W. Ash,
Salina, KS 67401

1. Name of Organization: _____

Address: _____

Street or P.O. Box / City / County / State / Zip Code

2. Federal I.D. Number: _____

3. Executive Director: _____

Phone/Ext: _____ email: _____

4. Marketing Director _____

Phone/Ext: _____ email: _____

Financial Information

6. 2010 Operating Budget of Organization: \$ _____

7. 2010 Overall Marketing Budget: \$ _____

8. 2010 Regional Marketing Budget: \$ _____

- *Placements made to audience beyond 100 mile radius of Salina for single day events, or 60 mile radius of Salina for multi-day or overnight packaged events.*

9. 2010 Regional Marketing Grant Funds Requested: \$ _____

- *Based on 1-to-1 dollar match of organization's regional marketing budget;*
- *Not to exceed \$20,000 in 2010*

Please provide the following narrative/information in a separate document.

Must be typewritten (computer generated), not to exceed TWO pages. Plus this form, the previously mentioned Regional Marketing Plan and the Budget.

10. Give a brief description of how your agency, organization or project is currently funded.

(REMINDER: Agencies that receive City funding are not eligible for grant dollars, unless the project is being administered and funded through a foundation, and no other City dollars are being used.)

11. List sources of Matching Funds for your request.

12. What businesses, agencies, venues and events will you partner with in the Marketing Plan you are submitting? *These should be other Fund One applicants, and could be others as well.*
13. Your narrative/commentary: The Regional Marketing Plan being submitted is the primary piece of your application, but please provide commentary regarding specific projects, new audiences being targeted, variations on current programming that will impact your regional appeal, or will further illustrate your vision in the Marketing Plan.
14. Local Economic Impact: Please describe the potential for economic impact to your organization, tourism related businesses in Salina and the community in general through the use of these dollars, specifically:
- How will your project influence overnight visitors to come to Salina?
 - What is your estimation of increased visitor activity to your organization, and estimated room nights to be created in 2010 through these efforts?
 - What other benefits do you believe these efforts will bring to our area?

13. Reminder: You are required to provide documentation of visitor participation and resulting overnight stays produced by your efforts.

- What methods will you use to track the effectiveness of your efforts?
- Do you currently receive cooperative marketing support or other funding through Visit Salina / Chamber program(s)? _____ If yes, what specific project or activity is funded?
 ___ Cooperative Billboards
 ___ Cooperative ads in Kansas Visitors Guide, Travel Kansas or other publications
 Other: _____

14. The Applicant Hereby Certifies:

- That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- That Visit Salina / Salina Area Chamber of Commerce is hereby authorized to verify in any manner deemed appropriate any and all items in or related to this application including investigation of financial records, information available through state or federal departments or agencies including tax clearance records, credit bureau services and business reporting services.
- The applicant is aware Visit Salina / Salina Area Chamber of Commerce must comply with certain state and city requirements which may impact proposed projects. Funded projects must comply with all City, State and Federal laws and regulations.
- To the best of my knowledge and belief the information contained in this application summary is true and correct and the document has been duly authorized by the governing of the applicant.
- Project must be completed, and all components and requirements of the grant guidelines must be met before payment of grant dollars is made as a reimbursement to the applicant.

SIGNATURE _____
Marketing Director / Organization / Date

SIGNATURE _____
Executive Director / Organization / Date

Cultural Arts Regional Marketing Grant - Fund Two

Once you have considered the Cultural Arts Regional Marketing Guidelines, and have determined that your organization and project fit the criteria of FUND TWO, you should use this application to proceed.

APPLICATION

PLEASE COMPLETE THE FIRST SECTION OF THIS FORM, AND ADDRESS ITEMS 7-18 ON SEPARATE PAPER, NOT TO EXCEED THREE (3) PAGES. ONCE COMPLETE, THE APPLICATION SHOULD BE SUBMITTED AS AN ORIGINAL PLUS FOUR COPIES. ALL GRANT APPLICATIONS SHOULD BE TYPEWRITTEN (COMPUTER GENERATED)

1. **Name of Organization** _____

Address _____

Street or P.O. Box / City / County / State / Zip Code

2. **Federal I.D. Number** _____

3. **Project Director** _____ **Telephone:** _____

4. **Project Name** _____

5. **Date Project will begin** _____ **Date Project will be completed** _____
(All Activities Must Occur During the 2010 Calendar Year)

6. **Regional Marketing Grant Funds Requested** \$ _____ **

YOU MAY ADDRESS REMAINING ITEMS ON SEPARATE PAPER, BUT SUBMIT NO MORE THAN 3 TOTAL PAGES, INCLUDING BUDGET!

7. Give a brief description of how your agency, organization or project is currently funded.

Reminder: Agencies that receive City of Salina funding are not eligible for grant dollars, unless the project is being administered and funded through a foundation, and no other City dollars are being used.

8. Provide your sources of Matching Funds or In-Kind Services.

Reminder: Additional consideration will be given to applicants who are working with partner agencies, businesses, events to promote a multi-day visitor experience.

9. What businesses, agencies, venues and/or events are you partnering with for this project?

10. Provide narrative description of the project.

11. Is this a(n):

_____ Existing project _____ Existing project with new approach _____ New project

a. If it is an existing project, please provide a historical base for your project funding. How has this project been funded in the past?

b. If it is an existing project with a new approach, describe the change in approach (marketing, content, etc.)

14. Grant funding will be considered on an annual basis and should not be considered future funding. With that in mind, if this project is to continue/repeat, how do you plan to fund your project in the future?

15. How would this grant make a new or different impact on your project?

16. **Local Economic Impact** - Please describe the potential impact to your organization, tourism related businesses in Salina and the community in general.

(a.) Will your project influence overnight visitors to come to Salina?

(b.) Will your project influence overnight visitors to extend their stay in Salina?

(c.) **If yes**, what is your overnight visitor estimation in admissions and room nights?

(d.) What benefits do you believe this project will bring to our area?

Reminder: You are required to provide documentation of visitor participation and resulting overnight stays produced by your project.

(e.) What methods do you intend to use to track the effectiveness of this project?

(f.) Do you currently receive financial support through cooperative marketing agreements or other funding through Visit Salina / Chamber program(s)? _____ If so, what specific project(s) is currently funded?

17. **Overall Project Budget:** The purpose of this budget section is to clearly delineate specific activities, costs, sources of funding and in-kind services of the overall project. **Reminder:** *Regional Marketing should be one of the line items of your overall project budget. **Example:**

Activity	Budget	Funding Source
Venue rental	\$1,200	Membership
'Local' Marketing	2,300	Ticket Sales/Donors
Regional marketing	2,300	Partners/TGT Grant
<i>Etc.</i>		

18. Detailed Regional Marketing Budget

The budget should explain planned *specific regional marketing* expenditures, identifying each activity and their amount and your source of financing to match the Regional Marketing Grant contribution. **Reminder:** Grant dollars are for regional marketing of the project/event only. Expenses of the project that are **not** eligible for grant funding would include: costs associated with presenting, producing, creating the project/event, or local marketing of the event (within 100 mile radius of Salina for single day event, inside 60 mile radius for multi-day event.) **Example:**

Reg'l Marketing Activity	Budget	Funding Source
<i>Print ad placement in KC Star</i>	\$ 800	Membership Dollars
Postcard, survey printing (reg'l dist.)	\$1,000	Partners-restaurant/attraction
Postage (reg'l dist)	<u>\$ 500</u>	Partners
*Reg'l Marketing TOTAL	\$ <u>2,300</u>	

Matching Funds (*at least 1/3 of Reg'l Marketing Budget Total, rounded to nearest increment of \$5*) \$ 765.00

Requested Grant Funding (*up to 2/3 of Reg'l Marketing Budget Total*) \$ 1,535.00 **

***Please note:** In order for the project to be considered, adequate documentation concerning the financial feasibility must be provided. This is a 1-to-2 matching grant program, thereby grant applicants are responsible for at least 1/3 of the total cost of the grant project through outside funding (rounded to nearest \$5 increment). The maximum funding available to one project is \$2,000.00, the minimum application to be considered is \$500.00.

19. The Applicant Hereby Certifies:

- (a.) That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- (b.) That Visit Salina / Salina Area Chamber of Commerce is hereby authorized to verify in any manner deemed appropriate any and all items in or related to this application including investigation of financial records, information available through state or federal departments or agencies including tax clearance records, credit bureau services and business reporting services.
- (c.) The applicant is aware Visit Salina / Salina Area Chamber of Commerce must comply with certain state and city requirements which may impact proposed projects. Funded projects must comply with all City, State and Federal laws and regulations.
- (d.) To the best of my knowledge and belief the information contained in this application summary is true and correct and the document has been duly authorized by the governing of the applicant.
- (e.) Project must be completed, and all components and requirements of the grant guidelines must be met before payment of grant dollars is made as a reimbursement to the applicant.

SIGNATURE _____
Project Director / Title / Organization / Date

SIGNATURE _____
Project Director / Title / Organization / Date

(This application must be completed in full.)

Submit original and four copies no later JANUARY 15 to:

Cultural Arts Regional Marketing Grants
c/o Visit Salina
Attn: Sylvia Rice
120 W. Ash - PO Box 586
Salina, KS 67402-0586