

## 2025 CARM Grant Intent to Apply Form

This form must be submitted by October 14 of the application year. The CARM Grant Intent to Apply Form confirms interest, reviews collaborative planning, and provides an estimated annual budget request for the applicant.

- \_\_\_\_\_ I would like to confirm our intention to participate in the Cultural Arts Regional Marketing grant program. Please email scanned page to [tbenien@salinakansas.org](mailto:tbenien@salinakansas.org) or mail hard copy to Visit Salina/Salina Area chamber of Commerce, Attn: Cultural Arts Committee, 120 W. Ash, Salina KS 67401.

For Questions: Contact Tiffany Benien via email [tbenien@salinakansas.org](mailto:tbenien@salinakansas.org) or phone 785.827.9310, ext. 130

Agency: \_\_\_\_\_

Contact/Title: \_\_\_\_\_

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

### **Comprehensive Marketing Reimbursement**

- \_\_\_\_\_ We intend to request reimbursement of up to \$28,125 for 2025 and understand that will require us to make an investment of at least twice that amount (\$56,250 for maximum of \$28,125 grant dollars) in regional marketing investment between January 1, and December 31, of the application year.

or-

### **Special Project Marketing Reimbursement**

- \_\_\_\_\_ We intend to request reimbursement of up to \$4,999.99 for 2025 and understand that will require us to invest at least this amount (Example: Project marketing expense = \$6,000, 1:1 = \$3,000 maximum available to the organization funding special project.) in regional marketing investment between January 1 and December 31, of the application year.

NOTES: No organization may participate in BOTH the Comprehensive and Special Project marketing reimbursement.

Please indicate the total anticipated investment your organization will make in regional marketing in the current year for the intended reimbursement program you are applying. I estimate that the grant funds we will request for reimbursement this year will be \$ \_\_\_\_\_.

(\$28,125 or less for Comprehensive, or \$ 4,999.99 or less for Special Project)

Remember that the specific requirements of receiving funding are: 1) Populating the SalinaAE.com calendar with your VISITOR-centric events, performances, etc. on time; 2) purchasing a listing in the annual Kansas Travel Guide, 3) having a FREE listing on TravelKS.com, and 4) Funded materials must include Visit Salina and City of Salina logos. Full application submission is due October 31.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_