

2025 CARM Grant Final Application

Section I: Applicant Information

Agency: _____

Contact/Title: _____

Email: _____ Phone: _____

The above organization is applying for which of the following Marketing Reimbursement Programs:

- Comprehensive Regional Marketing Reimbursement (Up to \$28,125.00)**
- Special Project Regional Marketing Reimbursement (Up to \$4,999.95)**

Section II: Project Overview

Project Summary:

(Brief description of your target audience, and anticipated outcomes from regional marketing.)

Program Timeline:

Start Date: _____ End Date: _____

Geographic Area(s) Marketed:

Section III: Organizational Background

Estimated Annual Marketing Budget (total): \$ _____

Estimated Regional Marketing Budget: \$ _____

(Beyond 45-mile radius of Salina)

Brief Description of Regional Marketing Plan:

(Summarize key goals and activities for regional promotion.)

Section IV: Marketing Strategy

Target Audience:

(Include geographic, demographic, psychographic details.)

Marketing Channels to be Used:

(Check all that apply and explain briefly.)

Digital Ads (Google, Facebook, etc.)

Social Media Marketing

Television / Radio

Print Media

Outdoor (Billboards, signage)

Website development

Influencer or Content Partnerships

Other: _____

Specific Media Outlets/Platforms Used: *(List platforms, stations, publishers, etc.)*

Specific Marketing Vendors: *(List agencies, freelancers, platforms):*

Section VI: Budget and Reimbursement Request

Total Comprehensive or Special Project Budget: \$ _____

Amount Requested (Eligible for Reimbursement): \$ _____

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

- CARM Grants support regional marketing, not event production or other operational expenses. Administration Fees for management/staff may NOT be included.

Itemized Budget Table

Expense Category	Description	Amount (\$)
Media Placement	e.g., Facebook Ads, newspaper ads	
Creative Development	e.g., design, copywriting, photography	
Printing	e.g., brochures, rack cards	
Website Updates		
Other: _____		
Total		

Section VII: Evaluation and Results

- Tracking Mechanisms Used:
(Check all that apply and describe how they are used to monitor campaign performance.)
- Ticket/Admission System
 - Online Analytics (e.g., Google Analytics, Meta Ads Manager)
 - Surveys
 - Partner Data
 - Other: _____

Annual Results Report:

(Include total number of ticket/admission sales from patrons beyond a 60-mile radius of Salina through September of the application year. You may include repeat ticket buyers, meaning they do not have to be unique.)

Share your ticket/admission price range

Data Analysis

Run a report via a digital tracking system (like Placer AI or Datafy) to track visits to your location or specific events:

Filter the data to include the following.

- **Only visitors from the previous 12 months, and/or specific event dates from last year.**
 - **If you are the only organization in your venue use the previous 12 months**
 - **If you host your events, or a series of events in a venue with multiple events, please use event specific tracking.**
- **Only visitors from beyond a 45-mile radius of Salina.**
- **Only visitors be on-site for at least 30 minutes.**

Include a PDF of the above digital tracking report with your application.

Compare and provide written analysis of the data from your digital tracking report to your internal tracking data or research. Share any correlations or discrepancies using your ticket/admission reports, online analytics, surveys, partner data, or other research and data sources.

Section VIII: Required Participation Commitments

Please confirm your agreement with the following requirements:

- I will populate the www.SalinaAE.com calendar with visitor-centric events and performances in a timely manner.**
- I will purchase a listing in the annual Kansas Travel Guide.**
- I will maintain a free listing on TravelKS.com.**
- I understand all funded materials must include Visit Salina and City of Salina logos where possible.**

Section IX: Project Management & Completion

- I understand I must secure competitive marketing costs, and no funds may be transferred to other events without written permission.**
- If marketing costs are not yet invoiced or required data are unavailable because the project/event occurs in the last quarter of the application year, applicants may submit an addendum once this information is available, but no later than March 15 of the following year. The application should include the best estimated costs and data analysis to allow for consideration.
- In the case of project cancellation, I will notify Visit Salina in writing regarding unused or refunded funds.**
- I acknowledge that liability for all project activities lies with the recipient organization.**

Section X: Submission Checklist

- Completed Application Form**
- Detailed Project Budget**
- Annual Results Report (including ticket/admission data)**
- Digital Tracking System (like Placer AI or Datafy) Report**
- Comparison Analysis using Digital Tracking System Data**
- List of Cooperative Partners and Description of the partnership(s)**
- Marketing Material Samples/Concepts (if available)**
- W-9 Form**

(continued)

Section XI: Certification

I certify that the information in this application is accurate, and that the organization agrees to abide by all requirements of the CARM Grant program.

Authorized Signature: _____

Name (Printed): _____

Title: _____

Date: _____

Submission Instructions:

Admission of full application is due **December 15**.

Submit completed applications by PDF/email to:

tbenien@salinakansas.org

Or

mail/deliver hard copy to:

Visit Salina / Salina Area Chamber of Commerce

Attn: Cultural Arts Committee

120 W. Ash

Salina, KS 67401

Rev. 11_12_2025