



DATE: December 2017
TO: Salina Cultural Arts Organizations
FROM: Sylvia Rice, Visit Salina Director
RE: Cultural Arts Regional Marketing Program - 2018

The guidelines for the 2018 Cultural Arts Regional Marketing Grant Program (CARM) – Fund One and Fund Two - are available online for download. Go to www.VisitSalina.org; Click on “Meeting & Event Planners”; and then click on “Cultural Arts Regional Marketing.”

If you are not able to download the packet, contact me and I'll get a copy printed for you to pick up at our Visit Salina office. We are also happy to send via email or USPS. **NOTE:** If you prefer to receive a Word version of the application, request that via email: srice@salinakansas.org

This is the ninth year of the program. As you consider applying for either fund, please keep the overall intent of the program in mind. Grant funded projects are specifically to be used to:

- broaden your marketing efforts to reach and attract a more regional audience;
- provide more enhanced experiences for our visitors, by **partnering** with other cultural organizations, private businesses and public agencies to create ‘packages’ of entertainment; **NOTE: We are looking for true partnerships, beyond a standard sponsorship relationship.**
- extend the cultural visitor stay to include an overnight in Salina; thereby...
- creating greater economic impact to the community via **related, peripheral** experiences, shopping, dining, other business activity.

You are encouraged to email questions to me at srice@salinakansas.org or I can also be reached at 785-827-9310, extension 138. Here's to strengthening the efforts of all, and to continuing to develop Salina's identity as a regional cultural arts community! Good luck in your endeavors!

Cultural Arts Regional Marketing (CARM) Program

Applicant Flowchart

For the purpose of this program, the definition of **cultural arts organization** 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 an approximate 100-mile radius of Salina;
- b. Residents of geographic areas beyond a 60-mile radius of Salina **IF** the application promotes a specific consecutive, multi-day, incentivized event experience.

Step Two: Based on this definition, does your organization have a **regional marketing budget** for the grant period? **ALSO, Does your organization participate in the Salina Arts & Entertainment calendar program?** If you answer NO to either of these questions, 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 the grant period at least \$5,000? If so, you are eligible to apply for dollars *either* through Fund One **OR** Fund Two, but not both. 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, **AND** other partners, to create and implement a regional marketing plan with **collaborative** components, for the grant period. 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. All applicants **MUST** agree to use prescribed tracking mechanisms at a minimum. See Fund One Guidelines and Application 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. **Collaborative** components featuring partnerships with other agencies and/or businesses are required. Applicant may request dollars from Fund Two on a \$2 (grant) to \$1 (agency) match, for between \$250 and \$3,000. All applicants **MUST** agree to use prescribed tracking mechanisms at a minimum. See Fund Two Guidelines and Application for specific information.

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

Cultural Arts Regional Marketing Program and Guidelines for Salina Area Cultural Arts Organizations

Section I: Overview

A. Purpose—The purpose of the Cultural Arts 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.*

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 14-7151 sets the TGT in Salina to be 6.7%.

B. 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 an *approximate* 100 mile radius of Salina; (*Media buys allowed in Wichita, as their audience extends far beyond our 100 miles radius*)
 - b. Residents of geographic areas beyond a 45 mile radius of Salina, *only if* the application promotes a consecutive multi-day, incentivized event package; (*A % of media buys in metro areas allowed, IF audience reaches beyond 45 mile radius*)

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 for each program year will begin to be collected October 1 in the year prior, with no funds to be awarded prior to March 1 of the program year.
6. City funded departments and/or agencies are **not** eligible to receive funds under this program except in the administration of Fund Two B. as outlined in Section III F; 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 Enhancement Grants (Fund One) 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 October 15 of their intent to participate in Fund One - the ***Comprehensive Regional Marketing Plan Enhancements Program*** - for the following calendar year.
2. Visit Salina may 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; NOTE: **Audiences must be surveyed periodically throughout the year**, via a variety of means - on-site as a drawing, via email following event, by phone as a cross section, etc. - with the following questions to be asked, **at a minimum**.
 - Where are you from? (zip code)
 - Did/will you spend the night in a Salina hotel relevant to this event/performance?
 - What else did you do while in Salina? (Other attractions, restaurants, etc.)

Of course you may ask additional questions for your use/benefit. (How do you hear about us? etc.)

- d. Documentation of matching funds, including overall marketing budgets for the coming year, expected and confirmed sources of income;
 - e. A **CARM Annual Results Report** is required from each CARM Fund One recipient agency. This report is due at the same time that the subsequent year's applications are due (see below). The report must include, **at a minimum**: how dollars were spent, what partnerships were utilized, what overnight experiences were created, estimation of hotel overnights generated and how that was tracked. Information should be presented PER EVENT as possible, as this enables the grant committee to better visualize success. A CARM Annual Report form is included with the application.
12. Marketing plans/applications are due by **February 2, 2018**, delivered to the Visit Salina/Chamber office at 120 W. Ash, PO Box 586, Salina, KS 67402-0586. Five copies are required.
13. Plans will be reviewed by representatives of Chamber/Visit Salina and City of Salina, with recommendations going to the Salina Area Chamber of Commerce Board for final approval.

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

A. Specific Purpose—Fund Two is a Cultural Arts Regional Marketing Grant program divided into two categories. Fund Two A) designed to increase the economic impact associated with overnight stays by expanding the regional marketing potential of cultural arts event, Fund Two B) designed to conduct broad-based cultural arts marketing of Salina as a rich cultural arts destination. Fund Two A will receive approximately 50% of Fund Two and Fund Two B will receive approximately 50% of the Fund Two allocation.

B. Fund Two A 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; *However*, they can provide matching dollars for the Fund Two applicant.
2. Funding is for regional marketing of 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. Partners can be non-profit, for-profit, arts or non-arts entities.
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 \$3,000 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. All grant funds are paid as reimbursements upon completion of the project, per Section E below.
7. If funds remain available after the February/March awards cycle, applications will be accepted and considered as received, with 4-5 week timetable to allow Chamber board consideration.
8. 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. Fund Two A 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. CARM Fund Two is an open application process, with submissions accepted throughout the calendar year. Note: In order to process and consider applications, paperwork should be in **45** days prior to the promotion dates.

3. Forward application and four copies (five total) 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 Review 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 Review Committee may not be directly involved with applying entities.

5. The application must bear the signature of the agency Executive Director, **and either** the Project Director or Board President. **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 Review Committee will present recommendations to the Salina Area Chamber of Commerce Board of Directors for consideration/approval at their next scheduled board meeting, or to the Chamber Executive Committee when necessary due to timing.

D. Fund Two A 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 Director for review by the committee.
3. The Visit Salina Director 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. Fund Two A 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 of the project year, unless other arrangements are made in advance. Request for change should be submitted in writing to Visit Salina Director. 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, with
 - a. Copies of invoices. Only itemized and dated invoices can be considered for reimbursement.
 - b. 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.
3. A letter verifying in-kind services or in-kind contributions, including letters of intent and contractor costs/donations.
4. When applicable, samples of project marketing materials should be included (ads, postcards, etc.)

Visit Salina and the City of Salina encourage 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.

F. Fund Two B Purpose and Description

Funding for this program will be used to regionally market Salina as an important year-round cultural destination city with a variety of important amenities. Regional perception of quality and variety of arts offerings can be expanded through more aggressive multi-media marketing. This fund will be administrated by a Fund II B Advisory Committee comprised of Visit Salina and Salina Arts & Humanities staff in partnership with representatives from the Cultural Arts Directors' Roundtable, at least one representative from the hotel/hospitality industry, and at least one representative from the food/restaurant/retail industry. The fund will not be utilized to promote specific cultural events already eligible for Fund One and Fund Two A grants. Administration for this fund will be as follows:

1. Fund Two B will establish quarterly and annual budgets based on annual carryover and estimated revenue projections from previous quarterly reports. Fund Two A always receives priority funding.
2. The Advisory Committee will review data, set goals, and make recommendations regarding the marketing messages and campaigns in consultation with professional marketing consultants.
3. Baseline data will be collected and progress towards increasing regional awareness about the cultural arts in Salina will be measured and reported annually.

4. Cultural visitor data will be combined from all CARM recipients and those numbers will be tracked and reported annually.
5. The Advisory Committee will review effectiveness of the marketing plan and make adjustments as needed.

G. 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 an average annual budget. Dollars in excess of the 200% level will transfer to the City of Salina for capital improvement projects at the Tony's Pizza Events Center.

Cultural Arts Regional Marketing Program – FUND ONE

APPLICATION - Cover Sheet

Applying agencies must submit an Application Packet to include **FIVE copies** of:

- This application form, completed in full; **TWO** signatures required;
- Your overall **Marketing Plan** with regional marketing details to include budget, media placements, calendars, and **description** of cooperative projects and campaigns;
- **General Operating Budget** of Organization;
- ALL information must be typewritten, pertinent to application questions;
- Your **CARM Results Report** (previously referred to as Annual Report) from last year, if your organization was a recipient of funds.

Submit to: CARM, 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

5. 2018 **Operating Budget of Organization:** \$ _____

6. 2018 Overall **Marketing Budget of Organization:** \$ _____

7. 2018 **Regional Marketing Budget of Organization:** \$ _____

- Placements made to target audience beyond *approximate* 100 mile radius of Salina for single day events, or 60 mile radius of Salina for multi-day or overnight packaged events.
- Must be equal to or greater than requested CARM funds.

8. 2018 **CARM-Fund One Dollars** Requested: \$ _____

- Based on 1-to-1 dollar match of organization's regional marketing budget, *not to exceed \$34,600* on 2018 application.

The following can be addressed on separate sheets. Please refer to ITEM NUMBER:

9. 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.

10. What are the source(s) of your Matching Funds?

11. What specific businesses, agencies, venues and events will **partner with you in the Marketing Plan** you are submitting? This should be other Fund One recipients and others as well, including not for profit cultural agencies, and for profit businesses. **NOTE: We are looking for marketing partnerships, not traditional sponsorships. i.e. cross promotion, etc.**

12. **Commentary:** The detailed regional marketing plan you are submitting is the primary piece of your application packet. Here, please provide additional *commentary* regarding your specific projects, new audiences being targeted, variations on current programming that will impact your regional appeal, or will further illustrate your vision in your marketing plan.

13. **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.

(13a.) How will your project influence overnight visitors for Salina?

(13b.) What is your estimation of increased visitor activity for your organization? What is the estimation of room nights you believe will be created in 2016 through these efforts?

(13c.) What other benefits do you believe these efforts will bring to our area?

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

(13d.) What specific methods will you use to track the effectiveness of your efforts? Provide details about how hotel partners will assist with measuring effectiveness.

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

___ Cooperative Billboards

___ Cooperative ads in Kansas Visitors Guide, Travel Kansas or other publications

Other: _____

15. Have you previously received dollars through the CARM Fund One program?	Y	N
Fund Two program?	Y	N

16. Have you submitted, or are you including, your annual report outlining the results of your efforts, using the provided outline?

17. 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.) Projects must be completed, and all components and requirements of the grant guidelines must be met as outlined in the Fund One application, or applicant may be required to return all or part of the granted and paid dollars. **TWO signatures required!**

SIGNATURE _____

Marketing Director OR Board Member Organization / Date

SIGNATURE _____

Executive Director / Organization / Date

Double Check!! Does your packet include a total of FIVE copies of:

- This application form, completed in full; **TWO** signatures required;
- Your overall **Marketing Plan** with regional marketing details to include budget, media placements, calendars, and **description** of cooperative projects and campaigns;
- **General Operating Budget** of Organization;
- ALL information must be typewritten, pertinent to application questions;
- Your **CARM Results Report** (previously referred to as Annual Report) from last year, if your organization was a recipient of funds.

Submit by **February 2, 2018** to:

Cultural Arts Regional Marketing Program
c/o Visit Salina, Attn: Sylvia Rice
120 W. Ash, Salina, KS 67401

THANK YOU!

Cultural Arts Regional Marketing Grant - Fund Two A

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

APPLICATION

Submit FIVE copies total, including original.

ALL INFORMATION SHOULD BE TYPEWRITTEN.

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 grant period Calendar Year, unless other arrangements have been made.

6. CARM Fund Two Regional Marketing Grant Funds being requested \$ _____
(minimum \$250, maximum \$3,000)

**Application information relevant to the items 7-18 may be provided on separate sheets.
Please refer to ITEM NUMBER on that document.**

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. What is the source(s) of your 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 other businesses, agencies, venues and/or events are you partnering with for this project?

10. Provide a Narrative description of the project.

(10a.) To be eligible for CARM funding, a project must have true regional appeal, and promote an overnight experience through partnerships. Why/how does your project meets this description? See CARM guidelines for definition of 'regional'.

11. Is this a(n): ____ Existing project ____ Existing project with new approach ____ New project
12. If it is an existing project, how has this project been funded in the past?
13. 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 as future funding. With that in mind, if this project is to continue, how will you 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.

(16a.) Will your project influence overnight visitors to come to Salina? Y N

How/Why?

(16b.) Will it encourage them to extend their stay in Salina? Y N

How/Why?

(16c.) What is your overnight visitor estimation in admissions and room nights?

(16d.) What other 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.

(16e.) What methods do you intend to use to track the effectiveness of this project?

(16f.) Do you currently receive financial support through cooperative marketing agreements or other funding through Visit Salina / Chamber program(s)? Y N

If so, what specific project(s) is currently funded?

17. Overall Project Budget: The purpose of this budget section is to clearly delineate activities, costs, and sources of funding and in-kind services of the overall project. Example of format:

<u>ACTIVITY</u>	BUDGET DOLLAR AMOUNT and FUNDING SOURCE
_____	_____
_____	_____
_____	_____
*Total Reg'l Marketing Budget (assuming grant dollars)	\$ _____
PROJECT BUDGET GRAND TOTAL	\$ _____

(17a.) Detailed Regional Marketing Budget* (detailed from above)

This should outline planned expenditures, identifying each activity and their amount and your source of financing to match the Fund Two 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.

REG'L MKTG ACTIVITY: *Specific media, etc.*

BUDGET DOLLAR AMOUNT and MATCH SOURCE: *Specific*

*Reg'l Marketing TOTAL (same as above) \$ _____

Requested Grant Funding (*up to 66.5% of *Reg'l Marketing Budget Total*) \$ _____

Matching Funds (*at least 33.5% of *Reg'l Marketing Budget Total*) \$ _____

Note: For the project to be considered, adequate documentation concerning financial feasibility must be provided. This is a 1-to-2 match program, thereby grant applicants are responsible for at least 33.5% of the total reg'l marketing costs through other funding. The maximum amount of funds available to one project is \$3,000.00, the minimum is \$250.00. CARM Fund Two dollars are distributed as reimbursements, and documentation of paid invoices is a requirement prior to reimbursement.

18. 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. **Two signatures required.**

SIGNATURE _____
Executive / Project Director / Title / Organization / Date

SIGNATURE _____
Board Member / Title / Organization / Date

Submit original and four copies **at least 45 days prior to your event** to:
Cultural Arts Regional Marketing Program
c/o Visit Salina - Attn: Sylvia Rice
120 W. Ash - PO Box 586 - Salina, KS 67402-0586

CARM Annual Results Report

Please provide outlined detail on separate pages. Examples of funded marketing materials - web screen shots, copies of print ads, links to tv spots, etc. - are also required by the program guidelines.

IMPORTANT NOTE: The review committee prefers to have your report of how dollars are spent, who partners are, and what outcomes have been **PER EVENT**. This enables us to see how your marketing efforts vary per event, show, concert, etc. **This is a requirement for the 2017 Annual Report, due with 2018 applications.**

Agency: _____

Grant Year: _____

Amount **Granted** Funds: _____

Total Regional Marketing Funds Spent: _____

Your Annual CARM Report needs to include, PER EVENT where possible:

- Lists of the hotels you partnered with, and how you promoted stays with each of them;
- How many overnight stays you generated in the grant year, and how that was estimated, determined, tracked;
- Lists of other businesses/agencies you partnered with (**not sponsors**), and how you cross-promoted them;
- At least two statements (one must be hotelier) from marketing partners (**not sponsors**) describing their experience (approach, results, suggestions, etc.) from the partnership;
- Specifically, how were the regional marketing funds spent **PER EVENT, SHOW, CONCERT?**
Report expenses specific to project/program, media, market and amount(s), adding up to your total regional marketing expense. Again, please report per event. Includes examples of marketing materials used – print ads, links to TV ads, printed materials, etc.

Submitted by: _____

Signature: _____ Date: _____

Due February 2, 2018 to: CARM/Visit Salina, Attn: Sylvia Rice, PO Box 586, Salina, KS 67402-0586