



City of Lawrence

Transient Guest Tax Grant Program

As part of the 2016 budget cycle, the City Commission has approved a \$150,000 grant program to encourage, promote and strengthen events and programs that benefit the Lawrence community and/or enhance the visitor experience in Lawrence.

The following goals and guidelines will be used in considering requests for funds from the Transient Guest Tax Grant Program (TGT).

GOALS

These funds should support events that:

- demonstrate a measurable community or economic benefit,
- enhance Lawrence's character and reputation for tourist activities;
- attract additional new events or strengthen existing events;
- generate additional transient guest tax and sales tax for the community.

PROCESS

In order to be considered, a written description of the event and application materials must be submitted to the City Manager's Office for review. The grant program will have two funding cycles each calendar year. An advisory board will review the applications and make recommendations for funding to the City Commission for approval.

LIMITATION

It is recommended that no more than 25% of the event's overall cash budget total should be granted from the guest tax grant fund.

GUIDELINES

The following guidelines will be used to determine eligibility for funding. As appropriate, other criteria may also be weighed.

- Organizations can submit a request for annual events once per fiscal year. Organizations can submit funding requests for multiple events held throughout the year as separate grant requests.
- Submitting organizations should be a Lawrence-based organization with events and programs held within the city limits.
- Preference for Transient Guest Tax grants will be given to non-profit and not-for-profit events with appropriate IRS tax-exempt status.
- Priority will be given to events that have potential for repeat occurrences. Funding requests for existing events should clearly outline how the grant will assist the event in securing its future in Lawrence.
- When possible, event organizers should note whether the event/program will create overnight

stays, thus generating Transient Guest Tax. An event producing overnight stays during non-peak times for hotels, including weekdays as well as weekends from November – March is particularly desirable.

- The value of other services provided by other organizations should be included in the event budget as in-kind and should be considered in deciding how much additional cash support the event will receive. If in-kind support has been received already for the event/program, the application summary must include a letter of commitment confirming the in-kind contribution from third-party contributors.
- The TGT Grant Program can be used to pay for other city services/permits that may be required but must be indicated in the budget form if the organization is asking the TGT Grant Program to pay for these funds – otherwise they will be the responsibility of the organization to cover as part of the operational costs.
- The Transient Guest Tax Grant Program encourages the use of funds for marketing and promotion. The funds may be used for other programmatic support but preference will be given for marketing and promotional usage.
- Any event receiving Transient Guest Tax Grant Program funds will be asked to sign an agreement with the city which will require post-event reporting including a summary of the event, data captured from the event including participant projections and use of city funding in the overall budget. Post-event reporting is due to the City of Lawrence within one month of the event/program.
- Any entity receiving Transient Guest Tax Grant funding will be required to include the City of Lawrence logo on sponsorship program materials and credit the city for sponsorship when appropriate.

For questions and assistance, please contact Megan Gilliland, Communications Manager, (785) 832-3406 or mgilliland@lawrenceks.org.

APPLICATION

Event Title: _____

Primary Contact Name: _____

Address: _____

Phone: _____ Email: _____

Social Media: Twitter - _____ Facebook - _____ Other - _____

Additional Organizers' Names: _____

Address: _____

Phone: _____ Email: _____

Brief description of the event: _____

Requested amount of TGT funding by the City of Lawrence: _____

1. Does the event propose to generate overnight stays in Lawrence hotels?

Yes or No _____

a) If yes, how many? _____

b) Have local hotels been contacted about the event? Yes or No _____

2. What is the date and duration of the event? _____

3. What is the physical location(s) of the event? _____

4. Is this event a profit or non-profit event? _____

- a. Please attach State of Kansas non-profit document and proof of IRS tax exemption to completed application.

5. Is this an established event or new event? _____
- a. If established, how many years? _____

6. Are other third-parties providing support to the event? Yes or No _____

Third-Party Organization	Amount of Support

7. Events occurring in public spaces or right-of-way may require coordination with other city services. As you plan your event, consider what is required and check all that apply so that city staff can connect you with department contacts to ensure your event will have proper permits and/or services. The TGT Grant Program can be used to pay for these services if requested as part of the grant process and should be considered as part of your overall grant request.

- Special Event permit (Planning & Development Services)
- Right-of-way Use permit (Public Works)
- Special Use permit (Parks)
- Alcohol permits (City Clerk)
- Sign/banner permits (Planning & Development Services)
- Bus reroutes (Transit)
- Standby medical (Fire-Medical)
- Police – traffic/security/parking (Police)
- Trash barrels/dumpsters (Solid Waste)
- Street barricades (Streets Division)
- Street sweeping/cleanup (Solid Waste)
- Other _____ (please describe)

8. What is the potential for this to become a repeat or 'signature' event? Please explain.

9. Budget

Budget Categories	TGT Grant Request (specify how much of your TGT grant request will be spent in the categories below)	Requestor's Contribution	3rd-Party Cash Match	3rd-Party In-Kind Match	Total
1. Personnel					
2. Fees and Services					
3. Rental Fees					
4. Travel					
5. Marketing Expenses					
6. Materials Expenses					
7. Operating Expenses					
8. Other City Services					
9. Other Expenses					
Total Project Expenses					

As you write your budget justification, be sure to address the amount of your matching support, funding source(s), and how the match reflects TGT Grant guidelines.

BUDGET JUSTIFICATION

Personnel

Fees and Services

Rental Fees

Travel

Marketing Expenses

Materials Expenses

Operating Expenses

Other City Services

Other Expenses

10. Marketing Plan

A marketing plan denoting types of media, social media and other forms of marketing materials will be used and general time frames). Use this form below or attached a detailed marketing plan.

Media	Timeline	Cost
1. Print (newspaper, magazine, flyers, etc.)		
2. Social Media		
3. Electronic Media (web advertising, e-mail)		
4. Radio		
5. Other		
TOTAL	N/A	