Grant Application Guidelines
Marysville Convention & Tourism

The purpose of the Marysville Convention and Tourism grant program is to assist groups, organizations, and non-profits in Marysville by providing funds to enhance the convention and tourism environment of our area. The goals of the program include:

★ Increasing overnight stays at Marysville hotels;
★ Promoting a positive image and increased visibility of Marysville's attractions and events;
★ Increasing expenditures by visitors to Marysville;
★ Providing programs and activities beneficial to drawing additional tourists.

Grant applications are due two months prior to the date of the event for which funds are being requested. These grants will be awarded to those engaged in the promotion of a convention or tourist-related special event.

Regulations

Those eligible to apply include any group, organization, or nonprofit doing business in Marysville. Such parties may apply for a convention and tourism grant according to the following:

★ Generally, funds are provided to help promote, advertise, or market the event or activity and, in turn, increase occupancy rates in Marysville hotels.
★ Projects must promote out-of-county visitors and have more than a local impact.
★ Projects should enhance Marysville's image as a visitor or group destination or as a convention site.
★ Projects should be tourism-related or enhance Marysville's ability to attract a convention.
★ **Credit must be given to Marysville Convention and Tourism as directed below in the section on Logos and Taglines.** ll applications must use the logo and taglines appropriately. Failure to properly credit Marysville Convention and Tourism may result in the denial of future grant applications.

★ Applicants must provide evidence that Marysville's Convention and Tourism logo and/or taglines were used properly. Such evidence must be provided to the committee within thirty days after the event.
★ A "Grant Activity Report" must be completed and provided to the committee within thirty days after the event. ★ Please be advised that a grant may be awarded for less than the amount requested or not at all, depending on
    the number of applications received and the appropriateness of the applications.
★ Approved grants will be paid only to the grantee. No direct billing is allowed.

Logo and Taglines

   PRINT: For magazine ads, newspaper ads, rack cards, brochures, programs, direct mail pieces, and other print marketing, please use the *proper logo* for Marysville Convention and Tourism. This is to be obtained from the Convention and Tourism office.
   DIGITAL: On websites, use the proper logo for Marysville Convention and Tourism and if possible link the website via click-through from the logo or a line for VisitMarysvilleKS.org. Social media posts also should include the website address with a click-through and #VisitMarysvilleKS
   RADIO taglines must read: "Sponsored in part by Marysville Convention and Tourism. Visitmarysvilleks.org" (read, "visit Marysville k-s-dot.org")
   TELEVISION commercials shall *either* show the proper logo for Marysville Convention and Tourism and web address (VisitMarysvilleKS.org) OR read "Sponsored in part by Marysville Convention and Tourism. VisitMarysvilleKS.org"
   A vinyl banner with the Marysville Convention and Tourism logo is available to borrow upon request.

Marysville Convention & Tourism
Grant Application Form

Marysville Convention & Tourism will accept applications for funds to *promote* local events and activities which have a direct convention and tourism benefit to the Marysville community. Requests for grants for 'brick and mortar' projects and 'for-profit' activities are normally not accepted. Applications are due two (2) months prior to the date of the event for which funds are being requested.

Please fill out the information below and return to Convention and Tourism at the Marysville City Hall, 209 North 8th Street in Marysville. Questions concerning the Grant Application can be directed to Mandy Cook at 785-268-0420 or mandolin79@yahoo.com

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Organization Name: _____

Contact Person: _____

Address, City, State, Zip: _____

Phone Number: _____ **Email:** _____

Project Name: _____ **Date of Project:** _____

Program Budget

Total Cost of Activity $_____

Amount being requested from Convention & Tourism $_____

Other Contributions to Project/Activity $_____

Please describe additional support that will be used for this project/activity including in-kind donations, cash, labor and support from other community organizations:

How will the funds received from Convention & Tourism be spent?

Examples:
Newspaper advertising $45   Brochure/flyer printing $225

1. Is this activity an annual event?   Yes   No

2. Briefly describe the project/activity for which you are requesting funds.

3. How does this project/activity promote a positive image and increased visibility of Marysville's attractions and events?

4. Describe who and an estimate of how many will be impacted by the project/activity.

5. Describe how you will attract "out-of-towners" to your event.

6. How will you credit Marysville Convention & Tourism?