



## **Attraction Development Grant Program Guidelines & Application**

### **Mission:**

To assist the development of a critical mass of sustainable, market-driven travel experiences within the state that will influence destination travel decisions by identified travel customers, creating economic impact resulting from the creation of jobs, capital investment, revenue, and/or visitation in Kansas.

### **Purpose:**

The intent of the grant is to provide strategic economic assistance to public and private entities and not-for-profit groups that are developing tourism attractions that serve the mission of the grant program and the division.

### **Eligible Applicants:**

- Not-for-profit organizations – 501 (c) (3)
- Government agencies – cities, counties, townships, federally recognized Indian Tribes
- For-profit business

### **Funding:**

An Attraction Development Grant reimburses up to 40% (not to exceed the amount awarded) of actual expenditures for a single grant project. Applicants must provide (as leveraged funding) at least 60% of the cost of the Project. Fifty percent of the leveraged funding may be in-kind contributions.

Any entity with an open, incomplete Attraction Development Grant may not apply for additional grant funding. A grant is complete at the time all grant funds have been paid, all reports have been submitted, and the grant period has expired.

### **Leveraged Funds:**

Leveraged funds may include bank loans, bonds, sponsorships, federal grants, cash, and in-kind contributions defined as donated goods or labor. Bookkeeping and organizational salaries do not qualify as in-kind. Documentation (attached to application) of in-kind contributions must show basis for which donated goods or labor are valued.

When a grant project manager's salary is used as leveraged funding, please attach documentation of the duties, the salary, and begin and end date of employment. (See Salaries under "Eligible Projects and Activities")

### **Unallowable Leveraged Funds:**

- Cost incurred or funds expended prior to the start date of the grant contract
- Funds from other State of Kansas Departments or other Wildlife, Parks & Tourism funding programs
- Existing equipment, buildings, furnishings, or inventory that are presently owned by organization
- Post Project costs such as normal operational expenses
- Debt refinancing
- Land or building acquired prior to the start date of the grant contract

### **Eligible Projects and Activities:**

- Strategic Plan (See attached "Attraction Development Grant Program Definitions" – Strategic Plan.)
- Technology-interactive exhibits and website development or enhancement
- Out-of-State marketing or comprehensive regional marketing for a new attraction, event or festival, or for a new exhibit at an established attraction
- Purchase of land
- New construction
- Renovation of buildings
- Salaries of a paid grant project manager hired for the length of the grant project only. (A presently employed staff person's salary or a board member's time does not qualify for grant funds or as leveraged funds.)

**Ineligible Projects and Activities:**

- Personal computers
- Travel or trade shows
- Refinancing of debt
- General upkeep or improvements (Improvements should be supported through the organization's operating budget)
- Normal operating expenses (staff salaries, rent, phone, supplies, postage, photocopying or other expenses associated with the ongoing normal administrative functions)
- To bring an attraction or building into compliance with the Americans with Disabilities Act of 1990
- General promotional brochures
- Retail shops
- Restaurants
- Lodging facilities (hunting lodges, B&B, campgrounds, RV parks)
- Memorials, statues or signs
- Travel Information Centers
- Community centers
- Projects not having sustainable, accountable ties to the tourism marketplace
- Grant administration fees

**Application Procedures:**

Applications are accepted each year beginning March 1st with a deadline of April 30th, 5:00 p.m. Five (5) copies, with all documentation, are to be submitted to Colby Terry, Kansas Department of Wildlife, Parks & Tourism, 1020 S. Kansas Ave., Ste. 200, Topeka KS 66612. The agency may accept applications at other times if funding is available.

Applications will be reviewed for completeness. Applications that are incomplete or missing documentation will be returned to the applicant.

**Release of Information:**

Information submitted to Wildlife, Parks & Tourism relating to the application may be subject to the Open Records Law (K.S.A. 45-215 et seq.). Confidentiality will not be guaranteed.

**Application Evaluation and Selection Process:**

A committee of three will be selected to review all applications and make recommendations for grants. Grant awards will be made by January 15 of each year.

The evaluation used to assess the Project's economic impact on tourism development will depend primarily on adequate documentation of the following criteria:

1. Visitation:
  - Out-of-state visitation from multiple states should represent greater than 20% of total annual visitation to be considered a major, unique, destination attraction.
  - A minimum of 30% of total annual visitation should be drawn from greater than 100 miles distance from the attraction community.
  - Total annual visitation should compare very favorably to existing attractions in the state, as well as to comparable attractions and markets elsewhere.
2. Economic Impact:
  - Direct expenditures and effects - visitor spending that directly supports the jobs and incomes of people and firms that deal directly with visitors.
  - Indirect expenditures and effects - changes in sales, incomes, or jobs in regional sectors that supply goods and services in support of "direct expenditure" entities.
  - Induced expenditures and effects - increased sales within the region from the household spending of the income earned in the "direct" and "indirect" sectors.
  - Environmental effect - changes in regional quality-of-life indicators as a result of tourism development that impact other sectors.
  - Enabling effects - increasing the ability of the region to attract compatible industries based upon all of the above.

3. The unique quality of the project, relative to:
  - The national destination attraction market and/or
  - A defined regional (multi-state) market and/or
  - The Kansas destination attraction market and/or
  - The ability of the proposed attraction to leverage or utilize the nature, culture or heritage that is unique to Kansas, and/or
  - The ability of the proposed attraction to capture for Kansas a valuable, national market brand identity (i.e. sports organization, consumer product brand, entertainment brand, etc.).
4. The ability of the project (all things being equal) to capture sufficient market share to:
  - Remain profitable and sustainable past project completion.
  - Maintain status as a significant travel decision driver.
    - Evidence that the completed project meets verifiable travel customer demand.
5. Integration and collaboration with other regional resources and/or businesses, as determined by:
  - Creation of overnight stays and/or
  - Collaboration/competition with other available retail and destination experiences, and/or
  - The ability of the proposed attraction to leverage and utilize the natural, cultural or historical resources that are unique to Kansas and/or
  - Short and long-term marketing plans, with emphasis upon cluster, niche, and cooperative marketing relationships within an identified region or consumer tourism category.
6. Quality of service and experience provided, as measured against national consumer standards for the specific target market.
7. Project Accountability:
  - Any and all of the above should be accountable and verifiable according to best industry or comparative practices.
  - Methodologies should be transparent and detailed.
  - Third-party verification, wherever possible is recommended.
8. Budget:
  - Budget should be adequate for the completion of the Project.
  - Documentation supporting budget should be detailed and complete.
9. Available to the traveler:
  - Documentation indicates the Project will be complete and open to the public with regular scheduled hours at the end of the grant period.
  - The attraction will be staffed during the regular scheduled hours it is open to the public.
10. A Feasibility Study has been completed by someone outside of the organization.
11. Management Team:
  - A qualified management team should be in place prior to submitting the grant application.
  - Resumes of qualified management team should be attached to the application.
12. Project Development and Planning:
  - The extent of development and planning is sufficient for the Project to be completed within the eighteen-month grant period.
  - Development and planning should be documented and detailed.
13. Community support should be in place and documented.
14. Past performance related to the Attraction Development Grant Program and/or other Department of Wildlife, Parks & Tourism funding programs:
  - If this is a request for additional funding through the Grant Program, applicant must have successfully completed the first grant project.
  - Additional funding must be for a new Project or an additional phase to the original project.
  - Funds obtained through other Wildlife, Parks & Tourism programs may not be used as matching funds.
  - Involvement and history with projects utilizing other Wildlife, Parks & Tourism funding programs will be considered.

Each of the above criteria, if documented, will be given a score of 1 point. An application must receive 7 points to be reviewed for grant funding. Assistance regarding the above criteria is available from the Travel and Tourism Division.

All applications that involve historic preservation will be reviewed with assistance from Kansas State Historical Society (KSHS) staff. All applications using Kansas Department of Transportation (KDOT) Enhancement (TE) funds will be reviewed with assistance from KDOT staff. All applications that involve cultural and/or artistic resources will be reviewed with assistance from the Kansas Humanities Council.

Applicants may be asked to meet with the Tourism Division Director and Grant Program Manager in person or by phone to further discuss the project for which the funds would be used before a decision is made by the Review Committee.

**Disbursement of Grant Funds:**

The Attraction Development Grant is a reimbursement grant. Forty percent of documented expenditures will be paid to the grantee. Paid invoices with canceled checks as proof of payment are to be submitted along with the Request for Reimbursement Form. All semi-annual reports are to be current with the Tourism Division office before grant funds will be distributed.

**Reports:**

The Grantee will submit semi-annual reports to the Tourism Division. The schedule of semi-annual reports will be as follows: August 1st of the first year (for the period February through July), February 1st of the second year (for the period August through January) and August 1st of the second year (for the period February through July). Semi-annual reports must be submitted even if work on the project has not taken place during the reporting period. Failure to submit reports on a timely basis will result in a reduction in evaluation scoring for future requests for funding.

**Repayment of Grant Funds:**

The Kansas Department of Wildlife, Parks & Tourism reserves the right to require non-complying grant recipients to pay back the previously awarded money within one year of contract end date.

For projects receiving funding to purchase and/or renovate buildings and/or real estate, if the property is sold within five (5) years of receiving the grant, the owner(s) will be required to refund a prorated amount of the grant to Commerce. The amount will be prorated based on date of sale.

**Department Recognition:**

The Grantee must acknowledge the Kansas Department of Wildlife, Parks & Tourism as a sponsor of the Project.

All printed materials funded by the grant will use the Kansas Department of Wildlife, Parks & Tourism Logo and will read **“Funded in part by the Department of Wildlife, Parks & Tourism.”**

**Application Instructions:**

Carefully read and review the Program Guidelines and the following application instructions prior to completing the application. This application has been designed to present your Project information in such a manner as to allow the Department to effectively review and evaluate the Project to determine funding eligibility. Applications with incomplete information will be returned to the applicant and the Project will not be considered for funding. Applications **must not** be submitted in binders or notebooks.

- Business Information and Total Project Cost sections are to be filled in and printed for attachment to the application. (Application section, page 10 & 11)
- Event applicants must complete Event Impact Data document and submit with application.
- Project Budget Section:
  - Please complete the budget page using the Project Budget example as the guide.
  - Please attach documentation that provides the details of the Project budget page. Provide photocopies of all bids, quotes, estimates, and other cost documentation needed to support Project activities. Attach all supporting information behind budget page.
- Required Information:
  - Please attach pages in the same numerical order of the application questions. If the information is specified in your Business Plan please provide the page number within the Business Plan where the information can be found.
  - Please attach all documents requested behind the appropriate section.
  - Please attach Signature Page as the last page of the application.

**Check Off List:**

- \_\_\_\_\_ Original Application and four (4) copies
- \_\_\_\_\_ Business plan which shall include at a minimum:
  - \_\_\_\_\_ business history
  - \_\_\_\_\_ business mission and goals
  - \_\_\_\_\_ ownership and management structure summary
  - \_\_\_\_\_ personnel
    - \_\_\_\_\_ number of full time employees
    - \_\_\_\_\_ number of part time employees
  - \_\_\_\_\_ detailed description of project
  - \_\_\_\_\_ required licenses and/or permits
  - \_\_\_\_\_ profit and loss statements for the past two years (existing operations)
  - \_\_\_\_\_ three year plan for projected income and expenses
  - \_\_\_\_\_ marketing plan that shall include:
    - \_\_\_\_\_ target market (s)
    - \_\_\_\_\_ regional marketing plan
    - \_\_\_\_\_ out-of-state marketing plan
    - \_\_\_\_\_ past two years marketing expenditures (existing operations)
    - \_\_\_\_\_ marketing partners
- \_\_\_\_\_ Resumes of key project management personnel

**For assistance with the application or submission process contact Colby Terry at (785) 296-8951 or [colby.terry@ks.gov](mailto:colby.terry@ks.gov)**

**Project Budget (Example)**

<b>Project Expense</b>	<b>Contractor/Vendor/Supplier</b>	<b>Leveraged Funds (Cash)</b>	<b>Leveraged Funds (In-kind)</b>	<b>Grant Funds</b>	<b>Total Per Expense</b>
<b>Total Amount of Funds</b>					

All columns must be included in the submitted Project Budget as per this example.



## Attraction Development Grant Program

Event Impact Data	
1 - Current Year	
2 - Year of Event	
3 - Attendees	
4 - Attendee Days	
5 - % of Local Attendees	
6 - Event Spending, local	
7 - Number of Paid Lodging Rooms to be utilized	
8 - Negotiated Room Rate	\$
9 - Attendees staying outside negotiated rooms	%
10 - Discount Rate	
Grant Applicant Signature	Date

### Instructions

Complete and submit this form if you are applying for event funding.

1 - Enter current year

2 - Enter year event will be held

3 - **Attendees** - Enter the number of expected attendees to the event in the third cell.

4 - The number of **Attendee Days**, or days the event is expected to last, should be entered into the fourth cell. This should be calculated as one day and one night = one day. If an event does not involve overnight stays, enter one day.

5 - **Local Attendees** will be entered as a percentage of the total attendance. This figure should be entered into the fifth cell.

6 - **Event Spending, local** is defined as the dollars spent by meeting or event organizers in the preparation or execution of the event. This figure should be entered into cell seven. This number should encompass all spending activities, including event rental fees, hiring of local staff for event set-up/breakdown, spending on local advertising, etc. Workers for the event (booth staff, management, etc.) should be included in the Attendee figures of cells 3, 4, and 5.

7 - The user should enter the expected **Number of Paid Lodging Rooms** that will be occupied by event attendees into cell seven. When entering this field, the user should be cognizant of the characteristics of the attendees and the event being calculated due to the potential for double occupancy room, such as parents with children.

8 - The **Negotiated Room Rate**, or an estimate if unavailable at the time of calculation, is required for economic impact calculation. This figure is the per room amount of the headquarters lodging facility and is inputted into cell eight.

9 - With any event, it is typical that a portion of the participants will be staying outside of the negotiated block. Cell nine allows the you to enter the estimated percentage of attendees that will be **staying outside of the block**, and therefore not able to take advantage of the negotiated rate entered in cell eight.

## **Attraction Development Grant Program Definitions**

**The following definitions are applicable to the Attraction Development Grant Program.**

“Agritourism” means the crossroads of tourism and agriculture: when the public visits working farms, ranches, or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal, or make overnight stays.

“Application” means a written request for program funds containing the required information and attachments.

“Applicant” means the business or organization that is applying for Attraction Development Grant Program Funds.

“Project Budget” means the detailed cost to complete the Project as defined in the application. If application is approved for funding the application budget becomes the grant budget.

“Community Support” means assistance from the community where the attraction, event, or festival is located or from within a 30-mile radius of the attraction, event, or festival. Assistance can be the receipt of tax revenue for financial support and marketing, volunteers and donations, tourism strategic plans, or studies undertaken to identify community or regional resources available to support tourism and tourism strategic plans.

“Destination Travel Market” means that segment of the travel market that is defined by a specific interest, such as culture and heritage, history, nature, entertainment, recreation, sports, etc. that is the basis by which such travelers choose their travel destination.

“Direct Expenditures” means visitor spending that supports the jobs and incomes of people and firms that deal directly with visitors.

“Director” means the Director of the Travel & Tourism Division

“Eligible Project” means a project that is eligible for funding as defined in the Program Guidelines.

“Grant Amount” means the funds that are awarded through the Department of Commerce, Travel & Tourism Development Division.

“Grantee” means a Kansas not-for-profit organization, government entity, or for-profit business that has been awarded an Attraction Development Grant.

“Grant Program Manager” means the Travel & Tourism Division staff person that performs the administrative functions for the Attraction Development Grant Program.

“Grant Period” the time period of eighteen months, from the project start date to the project completion date, as stated in the Attraction Development Grant Program contract.

“Grant Project Cost” means the cost to complete the grant project to include both grant funds and leverage funds.

“Grant Program” means the Attraction Development Grant Program.

“Indirect Expenditures” mean changes in sales, incomes, or jobs in regional sectors that supply goods and services in support of “direct expenditure” entities.

“Ineligible Application” means an application that cannot be considered for funding according to the grant guidelines or an application seeking funding for an ineligible project.

“Ineligible Project” means a project that is ineligible for funding as defined in the Program Guidelines.

“Legal Name” means the name that the Federal Tax Number (FEIN) is issued to.

“Leveraged Funds” means those funds that have been secured by the applicant organization to be spent on Project expenditures not covered by the grant funds.

“Project” means attraction, event, or festival that the applicant is requesting Attraction Development Grant Program funding to assist with the development or enhancement of.

“Project Contact Person” means the person, from the applicant organization, who will be responsible for submitting reports, request for payments and communicating with the Division. The person the Division will call with questions and updates.

“Project Expense” means cost associated with completing the Project. For purposes of the application budget page, expenses will be supported by vendor estimates and bids. In-kind contributions will be supported by documentation that gives the basis for valuation.

“Project Manager” means that person from the applicant organization who will be responsible for ensuring the project reaches completion.

“Project Management Team” means those individuals from the applicant organization that will oversee and provide support to the activities related to the completion of the Project.

“Regional Tourism Partner” means any entity engaged in the business of tourism development and/or marketing located in the applicants geographic and/or market region (CVBs, Chambers, Attractions, Lodging, Restaurants, Tourism Organizations, etc.).

“State Tourism Region” means a region of the state defined by geographical, cultural and heritage, historic, and economic development boundaries.

“State Co-op Ad Program” means the marketing program funded by the Travel and Tourism Development Division and managed by the Travel Industry Association of Kansas.

“Strategic Plan” means creation of a documented plan informed by a feasibility study or other verification of the project’s ability to effectively serve an identified travel market segment. Strategic plans must include a detailed description of sustainable, ongoing operational, and marketing components.

“Supporting Visitor Service” means restaurant, lodging, retail shop, etc., which provide service to the traveler and is within a 30-mile radius of the Project.

“Sustainability” means the ability of a destination to maintain the quality of its economic, physical, social, cultural, and environmental resources while it competes in the marketplace.

“Travel Industry Association of Kansas (TIAK)” refers to a specific not-for-profit association dedicated to the promotion and development of tourism in Kansas.

“Tourism Division” means the division within the Department of Wildlife, Parks & Tourism that has the authority to perform all administrative functions and provide oversight to the Attraction Development Grant Program.

“Tourism” means the activity that involves people traveling beyond their community for the purpose of entertainment, recreation, education, leisure, or business.

“Tourism Attraction” means any site, event, or festival that is of significant interest to the tourist as a historical, cultural, scientific, educational, recreational, or architecturally unique site or as a site of natural scenic beauty or an area naturally suited for outdoor recreation.

“Total Project Cost” means all necessary cost related to the completion of the Project as identified in the budget of the application and, if grant funding is approved, in the budget of the Grant Agreement.

“Visitor Numbers” means the quantitative count of visitors attending the attraction, event, or festival, indicated monthly or annually.



## ATTRACTION DEVELOPMENT GRANT APPLICATION

### (1.) BUSINESS INFORMATION

Applicant Name: \_\_\_\_\_

Legal Name: \_\_\_\_\_  
(If different from applicant name)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

County: \_\_\_\_\_ FEIN: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

#### Contact Information

Project Manager: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_ Telephone: \_\_\_\_\_

Project Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_  
(If different from Project Manager)

#### Project Location

City: \_\_\_\_\_ County: \_\_\_\_\_

(If not located within city boundaries provide a map of Project location.)

#### Type of Business

(See Grant Guidelines "Eligible Applicants" to determine type of business)

\_\_\_\_ Not-For-Profit (Attach not-for-profit certificate)

\_\_\_\_ Government

\_\_\_\_ For-Profit

**(2.) TOTAL PROJECT COST** \$ \_\_\_\_\_

Grant Funds Requested \$ \_\_\_\_\_

Applicant's Share of Grant Project's Cost (Leveraged Funding) \$ \_\_\_\_\_

(Attach letters of intent from sources of funding.)

Source of Funding	Contact Person	Phone Number	Amount
1. _____	_____	_____	\$ _____
2. _____	_____	_____	\$ _____
3. _____	_____	_____	\$ _____
4. _____	_____	_____	\$ _____
5. _____	_____	_____	\$ _____
Total Cash Funds			\$ _____

**In-kind Contributions**

Attach letters from businesses and organizations detailing the method used to value the labor or goods.

Organization	Contact Person	Phone Number	Amount
1. _____	_____	_____	\$ _____
2. _____	_____	_____	\$ _____
3. _____	_____	_____	\$ _____
4. _____	_____	_____	\$ _____
5. _____	_____	_____	\$ _____
Total In-kind			\$ _____

**(3.) PROJECT BUDGET**

Please format your project budget using the Project Budget example. (The budget example (pg. 7) is attached behind the instruction section of the guidelines.) Attach supporting documentation as outlined in the same section. Applicants must provide the name of each contractor, supplier and/or vendor and the description of each service being provided.

## **Required Information**

Each of the following must be addressed on separate sheets of paper and attached behind the budget pages. If requested information is not provided, please explain why. If the information requested is contained in your business plan, please reference the page of the business plan where the information can be found.

It is important that you be detailed in your answers to these questions.

### **(4.) DESCRIPTION OF PROJECT**

Describe the proposed Project clearly and concisely. Include information on the exact location of the Project as well as supporting visitor services and amenities within the community or within 30 miles of the Project.

### **(5.) PROJECT TIMELINE**

- Detail each activity related to the Project with the date the activity will be completed.
- Indicate which management team member will oversee which activity.
- Provide date that the entire Project will be completed and the date the Project will be open to the public.

### **(6.) PROJECT INFORMATION**

Provide the following information.

- Describe how the attraction, event or festival meets the definition of a “Tourism Attraction” as defined in the “Attraction Development Grant Program Definitions”.
- What makes your Project unique or collaborative as compared to other similar attractions, events or festivals in Kansas?
- What natural, cultural, or historical uniqueness does the Project have relative to the national destination travel market?
- Identify your competition.
- Identify your customer.
- For new projects and major expansions provide a feasibility study prepared by an entity outside of the organizational structure of the applicant.
- If the Project is an existing attraction, event, or festival please provide market data describing and verifying current customers. Include quantitative and qualitative metrics.
- Have you received an Attraction Development Grant in the past? If yes, is this Project an additional phase to the first grant project?
- Have you requested or received technical or financial assistance related to the Project from Commerce or any other state agency?

### **(7.) APPLICANT ORGANIZATIONAL STRUCTURE**

- Provide a list of the Project management team responsible for development and completion of the Project. (Please include resumes.)
- If you are a board-governed organization please indicate terms of all officers, how much time each spends directly involved with the organization and what experience they bring to the positions they hold.

**(8.) GRANT PROJECT IMPACT**

- Visitor numbers for the past two years.

Include:

- What method is used to track visitation?
- A report indicating the visitor's origin and average distance traveled.
- What is your annual out-of-state visitation count (or what percentage of your total annual count)?
- How does your annual visitation compare to existing attractions, events or festivals in the state as well as to comparable attractions, events, or festivals elsewhere?
- How do you use the visitation numbers?
- With whom do you share or report the visitation numbers?
- An Estimate of visitation numbers for the next three years.

Include:

- What method is used to project visitation? If available, please provide third-party verification for all methods used to determine visitation numbers.
- What percentage of future visitors do you expect to be from in- state and what percentage do you expect to be from out-of-state. (Provide documentation to support your answer.)
- How will the Project generate visitation from beyond 100 miles or from out of state?
- Will tourism traffic to the community due to this Project increase economic development through increased overnight stays and spending within the community where the Project is located or within 30 miles of the Project? Please provide detailed documentation to support your answer. Include information on how the Project will influence direct, indirect and induced expenditures.
- Event applicants should complete the Event Impact Data document and submit with application.
- What effect will the Project have on the region's quality of life and the ability of the community to attract businesses and industries?

**(9.) HOURS OF OPERATION AND STAFFING**

- What dates and hours will the attraction, event, or festival be open to the traveler? Will the Project be staffed during these hours?
- Provide a list of all staff positions. This should include paid staff (both full time and part time) and volunteers.
- What is your source of funding to support the salaries of paid staff?

**(10.) COMMUNITY SUPPORT**

- Provide at least one letter of community support from each entity listed below. Letters may be from within a 30-mile radius of the Project.
  - Economic Development Representative from the city, county, or tourism region
  - Mayor or Chief Administrative Officer
  - Restaurant owner or manager
  - Lodging establishment owner or manager
  - Retail shop owner or manager

The letters of support from regional or city officials should include the plans their organization has for assisting the Project and any studies the community has undertaken to assess the value of the attraction to the community.

**(11.) APPLICANT'S REGIONAL AND STATE TOURISM SUPPORT**

- Please describe your involvement with partners in your tourism region and/or your tourism market segment (niche).
- How do you encourage travelers to move between attractions, events, or festivals within your tourism region and/or tourism market segment partners?
- What is your involvement with tourism at the state level?
- Do you participate in:
  - State's co-op ad program?
  - Annual Travel Guide?
  - TravelKs.com?
  - Tourism related conferences?
  - Tourism Associations?
- Are you a member of the Travel Association of Kansas (TIAK)?
- Are you a registered Agritourism operation?
- Tell us about any request you have had from a regional tourism partner (CVB, private business, chamber, government entity, etc.) for assistance, how you were able to assist them and the success of this partnership.

Preference will be given to those applicants that are significantly involved in their tourism region and who actively encourage travel to other attractions within their tourism region and the state.

**(12.) ADDITIONAL DOCUMENTATION**

- If the Project is building construction, attach photocopies of all required permits and the architectural drawings. The contractor bids are to be attached to the Project Budget page.
- For land acquisition, provide total acreage, photos of proposed land purchase, a copy of the appraisal, and a copy of the purchase option or agreement.
- For building acquisition, provide a copy of the appraisal, photos of the exterior and interior of the building, and a copy of the purchase option or agreement.
- If you are requesting funding for printed materials such as marketing materials, books, etc., please provide details of the advertising purchase and/or distribution plan.
- For Events, complete Event Impact Data document and submit with application.

**(13.) SIGNATURE PAGE**

(Authorized Official is that person that has the authority to commit organization funds to the Project.)

I have accurately completed this application and have read the attached information. I understand that this is a competitive grant process and that I must meet the eligibility requirements outlined in order to be considered for a grant.

I understand that it is a criminal violation under Kansas Law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

I agree that if approved for an Attraction Development Grant, the applicant organization will provide, for up to five (5) years, follow-up reports to the Department of Wildlife, Parks & Tourism. Reports will include annual visitation numbers, operational budget, and marketing budget for each of the five (5) years following the grant contract end date.

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Signature of Authorized Official

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Printed Name of Authorized Official

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Title

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Date