



Request for Funding through Transient Guest Tax Revenue Guidelines

Please read the following information thoroughly before completing the application.

Definition of Transient Guest Tax:

A tax collected by lodging establishments from their overnight guests that is remitted to the Kansas Department of Revenue on behalf of the city. Ninety-eight percent (98%) of the tax is returned to the city for use in promoting tourism. The remaining 2% is kept by KDOR to offset the cost of administering the tax. The current transient guest tax rate as set forth by city charter ordinance is: 6%.

Purpose of Funds:

The purpose of transient guest tax funds is to promote tourism and bring visitors to Garnett and Anderson County. Only items which advertise, promote or entice visitors to the local area will be considered for funding under this application.

Requirements:

1. Seventy percent (70%) of these funds must be used for advertising or promotion outside of Anderson County, with a maximum of thirty percent (30%) used to advertise within Anderson County.
2. Funding requests will not be considered for expenses already incurred. Please submit application in a timely manner. The Garnett Tourism Committee meets the first Wednesday of each month. ***Applications must be submitted prior to the committee meeting or consideration will not occur until the following month.*** The committee's recommendation will be considered at the regularly scheduled Garnett Commission Meeting held on the second Tuesday of each month.
3. The Garnett brand (official logo and/or tag line) shall be included in promotional materials. When an application is approved, the style guide with instructions and logos will be provided in digital format.
4. When grant funds are used to assist with funding of print advertising, the grant recipient is encouraged to include contact information for lodging facilities in the Garnett/Anderson County area.
5. No entity may receive transient guest tax funds more than once in a calendar year. However, realizing unique circumstances may arise, this policy is subject to change at the committee's discretion.
6. Documentation including the after event report and receipts for reimbursement must be submitted no later than 60 days of the last date of the event in which funds are requested.

If approved, the following documentation is required:

1. A copy of supporting documents (bills or cancelled checks) must be turned into Garnett City Hall for reimbursement and a check for the amount requested will be issued.
PLEASE NOTE: Reimbursement is for approved expenses outlined in this application. No deviation from submitted application will be funded.
2. At least one copy of print advertising must be submitted properly displaying the Garnett brand (logo).
3. Following the event or project, applicant must fill out and return the “Transient Guest Tax Application Report Form” that is attached to this application, along with any additional information summarizing how these funds helped your event, the impact your event had (or has) on the community (be specific), and if there was an increase in attendance from prior year, etc. Please note that choosing not to submit this information can affect future funding requests.

Questions? Please contact Garnett City Hall, (785) 448-5496.



-Official Use-
Date Received _____
Tourism Y/N _____
City Com Y/N _____
Report Received _____

Request Form / Application for Funding through Transient Guest Tax Revenue

Date of Application: _____

Name of Organization
making request: _____

Tax Number or EIN: _____

Representative of Organization:
(Contact Person) _____

Address: _____

City/State/Zip: _____

Contact Person's Business Telephone: _____

Contact Person's Home Phone: _____

Fax #: _____

E-Mail Address: _____

Name of Event or Project Description _____

Website and social media addresses: _____

Funding Request: \$ _____

Date of Event or Project: _____

Anticipated attendance: _____

Prior year (last year's) attendance: _____

Please explain how the requested funds will be used. Please list where purchase will be made, description of purchase and approximate cost. Seventy percent (70%) of total request should be for outside local area promotion, thirty percent (30%) can be local.

Example:

<u>Name</u>	<u>Description</u>	<u>Cost</u>
XYZ Newspaper	2 column x 4-inch ad	\$ 60.00
ABC Printing Co.	Posters	\$100.00
TOTAL:		\$160.00

<u>Name</u>	<u>Description</u>	<u>Cost</u>
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_____	_____	_____

TOTAL: \$ _____

Please tell us how this event or project will encourage tourism, benefit the local citizens and impact the community economically. Answer each question. Be specific.

Is the event educational, entertaining for local citizens to enjoy?

Will visitors to the event stay the night in local motels?

- Participants? - Spectators? Please estimate how many.

Will visitors to the event stay the night in local bed and breakfasts?

- Participants? - Spectators? Please estimate how many.

Will visitors to the event stay the night in RV or wilderness campsites?

- Participants? - Spectators? Please estimate how many.

Will people eat in local restaurants?

Shop in local stores?

Buy gas and use other business resources? If yes, explain:

Other benefits and impact to the community:

Have you applied to other sources for funding for this purpose, and if so, please explain (grants, requests to governmental entities, solicit sponsorships for your event or project, receive tax monies in any form?):

You must have a marketing plan with goals to achieve. What is your marketing plan and how do you plan to gauge the effectiveness or success of your marketing plan? Please explain your marketing plan:

How many people do you hope to reach when implementing your marketing plan as outlined in this request?

How many people will potentially hear, read or otherwise learn about your event or project?

How many people, or by what percent do you hope to increase attendance?

Have you been awarded transient guest tax money in the past?

Yes ___ No ___ If Yes, what years: _____

If you have received transient guest tax money in prior years, please explain why it is important that your event receive funding again (Unique or different circumstances from prior years): (You may attach separate sheet)

Upon completion of this Request / Application Form, please return to Garnett City Hall, 131 West 5th Avenue, PO Box H, Garnett, KS 66032.

This request will be reviewed by the Garnett Tourism Advisory Committee at their next regular monthly meeting. The committee will vote on a recommendation to either approve or deny this request and that decision will be forwarded to the Garnett City Commission. The Garnett City Commission will then consider the committee's recommendation and ultimately approve or deny the request.

Thank you for making application to this program and for your efforts to bring visitors to our community.

Sincerely,

The Garnett Tourism Committee



Transient Guest Tax Application Report Form

This AFTER EVENT REPORT is required to be submitted following the event.

Please submit this completed report along with supporting documents (bills or cancelled checks, copy of print advertising) to Garnett City Hall for reimbursement of the approved amount requested. A check will be issued for approval and the next regularly schedule city commission meeting.

Name of Event or Project Description _____

Date of Event or Project: _____

Representative of Organization: _____
(Contact Person)

Address: _____

City/State/Zip: _____

Contact Person's Business Telephone: _____

Contact Person's Home Phone: _____

Fax #: _____

E-Mail Address: _____

Please answer each of these questions as completely as possible.

1. Was there an increase in attendance attributable to these funds –
_____ YES _____ NO

2. What was the estimated attendance of your event: _____

A. How many were in-county residents? _____

B. How many were out-of-county visitors? _____

3. What was prior year estimated attendance: _____

4. How do you measure attendance (Ticket sales, facility capacity, count)?

5. Describe the overall impact your event had (or has) on the community. Answer each question. Be specific.

Did visitors to the event stay the night in local motels?

- Participants? - Spectators? Please estimate how many.

Did visitors to the event stay the night in local bed and breakfasts?

- Participants? - Spectators? Please estimate how many.

Did visitors to the event stay the night in RV or wilderness campsites?

- Participants? - Spectators? Please estimate how many.

Were people eating in local restaurants?

Shop in local stores?

Buy gas and use other business resources? If yes, explain:

Other benefits and impact to the community:

6. Were you satisfied with the results that were generated by these funds?

Very Satisfied Satisfied Not Satisfied

7. What would you do differently or change if you were to advertise or promote this event again?

8. Please provide any additional information or comments here:

Check here to verify that you are attaching at least one (1) copy of print advertising showing that the Garnett brand was correctly used per the style guide. (Required)

Check here to verify that you are attaching at least one (1) copy of print advertising showing that contact information on local lodging facilities was included in your print advertising. (Not required, voluntary)

Please continue to next page.

