

Russell County Convention & Visitors Bureau Community Support Application

The Russell County Convention & Visitors Bureau, Community Support program is targeted at groups/organizations that are providing an event that promotes Russell County as a travel destination. Funds must promote “travel and tourism” within Russell County, Kansas. Dollars for this project are developed through bed tax funds collected in Russell County. Your promotion and referrals to lodging establishments in the county assist the CVB in continuing funding projects and events such as what you are applying for.

Project Requirements:

- ❖ **Applications are due 60 days prior to the project or event date** to the Russell County Economic Development & CVB Office (331 E. Wichita, Russell, Kansas, 67665) or email them to tourism@russellks.net.
- ❖ If your project or event receives funding, you are required to acknowledge Russell County Economic Development & CVB as a sponsor in all promotional materials (www.russellcountyks.org or logo available upon request). A “Sponsored By” banner featuring our logo will also be provided by the CVB and must be displayed at your event and returned to the CVB office.
- ❖ Funds should be utilized within Russell County whenever possible. Marketing efforts outside the county are allowed solely for the purpose of attracting visitors to Russell County. If purchasing food, supplies, or other goods for your event, please utilize local vendors.
- ❖ Awarded funds may *not* be used for the purchase of buildings or vehicles, nor for any project not directly related to travel or tourism in Russell County.
- ❖ **A final report is due within 30 days of completing the project or event. If the final report is not submitted, the organization applying may be ineligible for future funding. Additionally, if the project or event is canceled, the full amount of awarded funds must be returned to the Russell County Economic Development & CVB office.**
- ❖ **An organization may apply for multiple events but may only apply for the same event once a year.**
- ❖ **If this is the first time your organization has received funding from a Russell County entity, you will be sent a W9 form to complete and return to the Russell County Clerk’s office prior to a check being distributed.**

Please sign your name and date of signature to verify that you agree and will uphold the Project Requirements as previously listed:

Notice: Failure to meet all Project Requirements may result in your organization being ineligible for future funding.

Signature

Date

Contact Information

Name of Organization Applying: _____

Contact Person: _____

Phone Number: _____

E-mail: _____

Mailing Address: _____

Organization Website (if applies): _____

Is your organization a non-profit? Yes No

Project/Event Information

Name of Project/Event: _____

Start Date: _____

End Date: _____

Type of Project/Event: _____

Target Audience: _____

Age Group: _____

Will your project/event impact community members? Yes No

Will your project/event impact visitors? Yes No

Estimated Number of Consumers Impacted: _____

Will you promote overnight stay in Russell County? Yes No

Budget

Total Amount Requesting from CVB: \$ _____

What will these CVB requested funds be utilized for? (Be descriptive)

Final Report

***Report is to be completed and submitted within 30 days of project completion.**

***If the final report has not been submitted within 90 days of the projected completion date, the organization applying may be ineligible for future funding.**

Please include the following with your final report.

- ✓ **Project Before and After Pictures OR Event Pictures**
- ✓ **Media Purchases: Print Ads, Social Media Ads, Script Copy, Brochures, etc.**

Contact Information

Name of Organization: _____

Contact Person: _____

Phone Number: _____

E-mail: _____

Mailing Address: _____

Program Report

Please provide a brief description of your project/event: _____

Project/Event Location: _____

Project/Event Completion Date: _____

Who was impacted? (Age group/community members/visitors) _____

Estimated number of people impacted: _____

Please indicate the geographical reach of your attendees

Local Out-of-town Combination

Estimated number of local attendees: _____

Please indicate the geographical reach of the performers/artists (if applicable)

Local Out-of-town Combination

Did you promote overnight stay in Russell County? Yes No

Estimated number of overnight visitors: _____

What was the average ticket price? (if applicable) \$ _____

For sporting events, please estimate the average number of spectators per participant: _____

Media

What type of media was purchased? (Newspaper, brochure, radio, tv ads, social media, etc.) _____

How much media was purchased? (Number of brochures, ads, size of ads, etc.)

Please sign your name and date of signature to verify that your final report is accurate.

Notice: Failure to meet all the Project Requirements may result in your organization being ineligible for future funding.

Signature

Date

