

Grants

Attraction Development Grant

In 1990, Statute 74-5089 established a matching grant program to assistance in the promotion and development of quality tourism attractions. Statute 74-5089 also established the 40% match and award to 501(c) (3) or public entity. This statute was later amended to include for-profit business and the formula for dividing the grant funding between not-for-profit and for-profit entities was included in the statute at the same time.

Currently the grant is funded at \$100,000 per fiscal year with awards going to two to six applicants, generally. Grant applications are accepted one time per year with a September 30th deadline. The grant applications are reviewed by three individuals that have work experience or knowledge of the tourism industry and are familiar with tourism communities within Kansas. The grant reimburses 40% of project expenses up to the total amount of the award. Eligible project expenses are defined by the review committee at the time of the award.

The staff contact is Pete Szabo.

Education Scholarship Grant

The Kansas Department of Wildlife, Parks and Tourism, Tourism Division (Division), has created a scholarship grant program to further the professional development and education of those individuals associated with and working in the tourism industry of Kansas. There is \$3,000 available for the scholarship program in the present fiscal year.

The Division will reimburse scholarship awardees for costs associated with out-of-state workshops, seminars, and conferences and for registration cost for in-state workshops, seminars, and conferences that promote ongoing education related to tourism development, marketing, industry trends, and tourism research. It is the intent of this program to provide opportunities for tourism industry practitioners to explore new ideas; best practices; innovative solutions for common challenges; and network with industry peers. Up to \$1,000 for out-of-state conferences and up to \$400 for in-state conferences, per approved request, may be reimbursed through the tourism scholarship.

The applications will be reviewed individually as the Division receives them. Award will be based on suitability of program; potential return on investment to Kansas; applicant objectives and commitment from sponsoring organization.

The staff contact is Richard Smalley.

Marketing Grant

The grant will reimburse up to 40 percent of actual marketing expenditures for a single grant project not to exceed a maximum of \$3,500. The final cost of the project determines the actual amount reimbursed not to exceed the amount specified in the contract. An organization shall not receive more than \$3,500 in a single fiscal year.

Refer to the application guidelines for a list of fundable activities.

The staff contact is Pete Szabo.

