

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.

***Definition of Tourism** – “The activity of traveling to benefit from a particular service or activity.”

***Definition of Travel** – “Go from place to place or visit a various site/places for business or pleasure.”

Project Requirements:

- ❖ **Applications are due 60 days prior to the project/event date** to the Russell County Economic Development & CVB Office. (331 E. Wichita, Russell, Kansas, 67665) or email them to tourism@russellks.net.
- ❖ Russell County Economic Development & CVB and/or website must be listed as a sponsor if application is funded for an event/project. (www.russellcountyks.org)
- ❖ All funds must be spent within one year of request. If an extension is needed, applicant must request extension from CVB office prior to the project completion date that is listed on the application. If for some reason your event does not happen, please return your check.
- ❖ Please utilize funding you receive from this application locally (in Russell County). If marketing outside of Russell County to attract tourists into the county, that is acceptable. If purchasing food, supplies, or other goods for your event, please utilize local vendors.
- ❖ A final report is due within 30 days of project completion. If no final report has been received after 90 days of the projected completion date, your agency / program / individual will be invoiced for the amount funded to be returned to Russell County CVB.
- ❖ Funds may not be spent to: Purchase buildings, vehicles or any program/project that is not directly tied to travel and/or tourism in Russell County.
- ❖ If you have more than one project or event you are applying for, please complete an application for each event.
- ❖ Any funded projects out of compliance with the Project Requirements is subject to receiving no future funds from Russell County CVB.
- ❖ **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.**
- ❖ **An organization may apply for multiple events but may only apply for the same event once a year.**

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

Notice: If any of the Project Requirements are not met, your organization will be asked to reimburse Russell County CVB for the project funds and may not be funded for future projects.

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)

Matching/In-Kind Funds: _____

Total Amount of Project Cost: \$ _____

Project Narrative

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

OFFICE USE ONLY

Has this project/event been funded before? Yes ☐ No ☐

If yes, when was the last time? _____

Past Amount Funded: \$ _____

If funded before, is this project/event in good standing with funding requirements? Yes ☐ No ☐



Final Report

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

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:_____

Estimated Number of People Impacted:_____

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

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.)

Did you promote overnight stay in Russell County? Yes ☐ No ☐

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

Notice: If any of the Project Requirements are not met, your organization will be asked to reimburse Russell County CVB for the project funds and may not be funded for future projects.

Signature

Date

