



## **Request for Funding through Transient Guest Tax Revenue Guidelines**

***Please read the following information thoroughly before completing the application.***

### **Purpose of Funds:**

The purpose of transient guest tax funds are to promote tourism and bring visitors to Garnett and Anderson County. Only items that 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. The committee's recommendation will be considered at the regularly scheduled Garnett Commission Meeting held on the second Tuesday of each month.
3. Applicant may only request transient guest tax funds once per calendar year.

### **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.
2. 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.



**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 \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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. (You may attach separate sheet if necessary.)

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

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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: (You may attach separate sheet)

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Have you applied to other sources for funding for this purpose, and if so, please explain (grants, requests to governmental entities, sponsorships, etc.): (You may attach separate sheet)

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What is your marketing plan and how do you plan to gauge the effectiveness or success of your marketing plan? (You may attach separate sheet)

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

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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)

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Upon completion of this Request / Application Form, please return to Garnett City Hall, 131 West 5<sup>th</sup> 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.



## Transient Guest Tax Application Report Form

*This form to be submitted AFTER the event.*

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.  
If more room is needed please attach answers on separate page.

A. Tell us how your event encouraged tourism –

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B. Tell us how your event benefitted local citizens –

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C. Tell us how your event benefitted the community economically –

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6. Did your event create overnight stays in local motels, B & B, or RV campsites?

\_\_\_\_ YES \_\_\_\_ NO

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

\_\_\_\_ Very Satisfied \_\_\_\_ Satisfied \_\_\_\_ Not Satisfied

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

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9. Please provide any additional information or comments here:

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Please Note: If you have not already done so, please submit this completed report along with supporting documents (bills or cancelled checks) 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.

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