

1 RESOLUTION NO. 7298

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3 A RESOLUTION introduced by Councilmember Lisa Stubbs relating to the
4 application process for Transient Guest Tax funds to be distributed
5 by the Topeka City Council.
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7 WHEREAS, the City of Topeka's Transient Guest Tax Fund was established in
8 part to provide grants to those organizations whose events or activities increase sales
9 tax in Topeka by putting heads on beds and regeneration of the Transient Guest Tax
10 Fund; and

11 WHEREAS, the City of Topeka has given the Topeka Convention and Visitors
12 Bureau budget authority to act on the City's behalf in disbursing Transient Guest Tax
13 funds by awarding grants through a fair and impartial grant application process; and

14 WHEREAS, the City of Topeka budget authority provides a contingency amount
15 in the Transient Guest Tax Fund that is presently distributed by the Topeka City Council
16 on a first come, first served basis; and

17 WHEREAS, it is the wish of the Topeka City Council to implement a grant
18 application process similar to the one used by the Topeka Convention and Visitors
19 Bureau so as to ensure the contingency Transient Guest Tax funds are distributed in a
20 fair and impartial manner.

21 NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Topeka,
22 Kansas that to assist it in the distribution of Transient Guest Tax funds, it hereby adopts
23 and approves the following:

24 1. Implementation of the "City of Topeka Tourism Opportunity Fund Grant
25 Program Application" form, incorporated herein as Attachment A, which will enable the

26 City Council to fairly evaluate and distribute the contingency Transient Guest Tax funds
27 in a fair and impartial manner.

28 2. Applications for each budget year's grants shall be submitted to the City
29 Clerk by October 15 of the preceding year. For the 2003 budget year, applications shall
30 be submitted by January 31, 2003.

31 3. Applications submitted shall be reviewed by a grant review committee
32 consisting of eleven (11) members: Two (2) appointed by the Mayor, and one (1)
33 member appointed by each City Council Member. The committee members shall be
34 required to be residents of the City.

35 No committee member may be directly or indirectly the recipient of a grant from
36 the City of Topeka Tourism Opportunity Fund Grant Program. The grant review
37 committee shall operate in substantial conformity with the provisions of this Resolution.

38 4. The maximum amount awarded to any applicant shall be ten thousand
39 dollars (\$10,000.00) per year for three (3) consecutive years. If an applicant receives a
40 grant for three (3) consecutive years, the applicant must wait one (1) year prior to
41 applying for further grants. After three (3) years the event or organizer may put in a
42 request for further funding for the one (1) year waiting period through the budgeting
43 process.

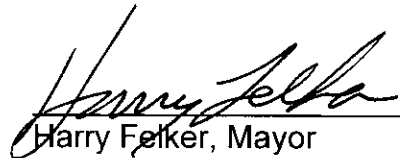
44 5. The applicant must provide a funding match of at least fifty (50) percent
45 from other income sources as leverage to City tax funding. Additionally, the applicant
46 shall submit as an attachment to the application an itemized budget showing the
47 proposed City funding as well as matching funding.

- 48 6. Application review and processing:
- 49 a. Application for Annual Events and One Time Events/Conventions
- 50 will be limited to grant amounts that are no larger than the amount of tax
- 51 revenue the event generates, provided, however, no grant shall be applied
- 52 for or awarded in excess of ten thousand dollars (\$10,000.00).
- 53 b. The committee shall review applications, analyze economic impact
- 54 factors and recommend to the City Council potential grant awards by
- 55 organization, category, purpose and amount. The committee shall only
- 56 recommend grant awards to those applicants that meet the criteria
- 57 established by this Resolution.
- 58 c. The City Council shall review the recommendation of the committee
- 59 and approve such grants as it deems to be in the best interest of the City
- 60 and for which funding is available.
- 61 7. Grant Payment Procedure:
- 62 a. Provided sufficient transient guest tax funds are available, seventy-
- 63 five (75) percent of the grant amount will be paid to the organization
- 64 approximately sixty (60) days in advance of the event or activity.
- 65 b. Twenty-five (25) percent balance of the grant amount will be paid to
- 66 the organization after the event or activity and upon submission and
- 67 approval of a final report.
- 68 8. Final Report:

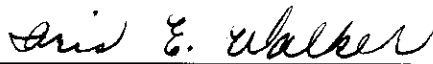
69 a. The Organization receiving a grant must submit to the Chief
70 Administrative Officer a final report of what was accomplished with the grant and
71 document how the City of Topeka's Tourism Opportunity Fund Grant Program
72 was acknowledged for the grant.

73 b. Final reports must be submitted within seventy-five (75) days of
74 completion of the event. A reminder notice shall be sent by the Chief
75 Administrative Officer by return receipt mail to any Organization that has not filed
76 a final report sixty (60) days after the completion of the event. If an applicant fails
77 to submit a final report within this time, they shall forfeit the final twenty-five (25)
78 percent payment amount. Any organization failing to submit a final report may
79 not apply for another grant from the City of Topeka Tourism Opportunity Fund
80 Grant Program for twelve (12) months after the final report deadline that was
81 missed.

82 ADOPTED and APPROVED by the City Council DEC 03 2002

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88 Harry Felker, Mayor

89 ATTEST:

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91 
92 Iris E. Walker
93 Iris E. Walker, City Clerk

APPROVED AS TO FORM AND LEGALITY
DATE <u>12/5/02</u> BY <u>EL</u>

Total number of activity days or event days: _____

Average or projected attendance per day: _____

Expected Hotel/Motel Room Nights: _____ (Total)

List total number of room nights used for the entire run of this event or activity; not a daily average. (Total = # of Nights X # of Rooms Used; or Total = Sum of rooms used each night of event or activity.)

Project Economic Impact Factors: To determine the economic impact this event or activity will generate, the following economic impact factors will be used:

Room Nights at \$55.00 per night.

Other Spending by out-of-town visitors at \$30.00 per day (excludes hotel).

Local/Regional Event Attendee at \$10.00 per day.

If this event or activity will generate impact factors substantially different from the above amounts, explain and justify the economic impact factors that apply.

All economic impact factors are based on first time spending only and do not include any rollover impact.

Grant awards will be based on the economic impact each event or activity has on the city. Social, cultural or other non-revenue values will not be considered in determining the amount of grant funds awarded.

EVALUATION CRITERIA: Describe other measurable evaluation criteria that should be considered in addition to room-nights and attendance per day. (Room-night and attendance will be checked with venue and/or past history of the event or activity. **For non-event grants (generally Category "A"), describe**, the measurable results to be achieved, (brochure/program printed), new business (event/activity) goal; or other proof that the purpose the grant was requested for was accomplished.)

How is the City of Topeka involved in this event:

Other important or pertinent information:

Submitted by:

Title:

Date:

Supporting information -- (Attach or have on file at the City Clerk's Office in City Hall):

- A. Tax ID #
 - B. Copy of Charter of Articles of Incorporation/By-Laws
 - C. List of Board of Directors, management staff and salaried staff
 - D. Corporate budget for current fiscal year
 - E. Identify how grant funds are to be spent and what other funds (amounts and percentages) are being used
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CATEGORY	"A"	"B"	"C"	"D"
Room Night Dollars	\$55 Average Citywide	\$55 Average Citywide	\$55 Average Citywide	\$55 Average Citywide
Other Per Day Spending	\$20	\$10	\$30	\$30

These factors will be used in calculating the economic input of each grant application. Factors will be adjusted each year to reflect changes in economy and business climate. Adjustments will be based on a survey of hotel and business involved in the visitor and tourism industry to determine current spending patterns.

A goal of the program is to invest grant funds in events/activities that stimulate new or increase revenue to the Transient Guest Tax Fund and the city sales tax.

Grant awards will generally be limited to an amount that does not exceed the amount of Transient Guest tax and general sales tax generated for the City of Topeka.

Requirements of Grantees:

Marketing grantees shall include "Topeka" in the name or the event or the promotional campaign. The identification of "Topeka" should be prominently visible in graphic displays promoting the event and on site. All grantees shall give appropriate credit in their printed and other marketing material that the event was supported, in part, by a grant from the City of Topeka.

**CITY OF TOPEKA
TOURISM OPPORTUNITY FUND GRANT PROGRAM
FINAL GRANT REPORT**

Grant/Project: _____ Grant No. _____

Organization: _____

Contact: _____

Address/City/State/Zip: _____

Phone #: _____ Fax #: _____ E-Mail: _____

Event/Project
Date(s): _____

Attendance – Actual: _____ No. Day(s)
Actual: _____

No. Hotel Room night(s) used in conjunction with event/project: _____

Summary of Event/Activity that occurred: (Attach and describe documents that provide an overview of event/project or that are a result of this event/project. I.e., Program, schedule, brochure, produced marketing materials.)

Evaluation of Event/Project (attach additional sheets if needed)

Submitted by: _____

Title: _____

Date: _____