



TASK GRANT

Tourism Attraction Sub-Grants for Kansas

Overview:

The Tourism Attraction Sub-grants for Kansas (TASK) program is a one-time opportunity for the enhancement of Kansas attraction assets. The TASK program is administered by the Kansas Tourism Division of the Kansas Department of Commerce. This grant program is similar in scope to the long-standing and successful Kansas Tourism Attraction Development Grant Program (ADGP) with some slight modifications. Funding for the TASK program is through the American Rescue Plan U.S. Economic Development Administration (EDA) Travel, Tourism and Outdoor Recreation state grants. \$1.5 Million has been set aside for the TASK program. Successful applicants will be approved by both Kansas Department of Commerce and EDA. The TASK program is a 50/50 reimbursable grant.

Purpose:

The intent of these sub-grants is to spark economic recovery by providing strategic economic assistance to public and not-for-profit groups in the development of new or enhancing existing tourism attractions in the State of Kansas.

The types of projects that we are looking for with the TASK program are those that will bring new visitors to Kansas. Examples include but are not limited to: museums, sports facilities, major attractions, significant permanent exhibits, unique or destination-type lodging, conference centers, trails, outdoor activities that spur visitation, destination retail, etc. All projects should have an accountable tie to the tourism industry.

Goals of the TASK program:

- Spur Economic Recovery
- Develop destination-based assets
- Increase visitation to Kansas
- Enhance visitor experiences
- Improve the quality of life in communities across the state



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Eligible Applicants:

- Not-for-profit organizations
- Indian Tribe or a consortium of Indian Tribes
- State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State
- Individuals or for-profit entities are not eligible.

Award Information:

- A maximum of ten grants total will be awarded for this program
- Minimum grant requests will be \$100,000.
- Maximum grant requests are \$250,000.

Application Timeline:

- Grant Opens: January 14, 2022
- Application Deadline: March 11, 2022 5:00 PM
- Grant Awards Announced: May 2, 2022

All work related to this grant must be completed by May 31, 2026

Note: If there are additional dollars available after this first round, a second and/or third round will be offered

Application Procedures:

- Online applications can be found here: <https://www.travelks.com/travel-industry/programs-and-resources/grants/>
- Questions and submission of additional documentation should be directed to Taylor Hartshorn, Kansas Tourism, 1000 SW Jackson St. Suite 100, Topeka, KS 66612. 785-296-8951 taylor.hartshorn@ks.gov
- Applications that are incomplete or missing documentation will be returned to the applicant.



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Funding:

- The Task program is a 50/50 grant. Applicants must provide a minimum of 50% of the projects funding from leveraged assets.
- TASK grants are reimbursable grants.

Leveraged Funds:

Leveraged funds may include bank loans, bonds, sponsorships, cash, and in-kind contributions defined as donated goods or labor. 50% of the leveraged funding (25% of total project costs) may be in-kind contributions. Bookkeeping and organizational salaries do not qualify as in-kind. If a grant project manager's salary is used as leveraged funding, applications will need to have documentation of the duties, the salary, and begin and end date of employment. Documentation of in-kind contributions must show basis for which donated goods or labor are valued.

Unallowable Leveraged Funds:

- Cost incurred or funds expended prior to the start date of the grant contract
- Existing equipment, buildings, furnishings, or inventory that are presently owned by organization
- Post Project costs such as normal operational expenses
- Debt refinancing
- Land or building acquired prior to the start date of the grant contract

Eligible Projects and Activities:

- New attraction construction
- Enhancement to an existing attraction
- New or enhanced attraction exhibits to improve a visitor experience

Ineligible Projects and Activities:

- Travel or trade shows
- Refinancing of debt
- General upkeep or improvements (improvements that should be supported through the organization's operating budget)
- Normal operating expenses (staff salaries, rent, phone, supplies, postage, photocopying or other expenses associated with the ongoing normal administrative functions)
- To bring an attraction or building into compliance with the Americans with Disabilities Act of 1990
- General promotional brochures



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- Community centers whose primary use is by local residents
- Projects not having sustainable, accountable ties to the tourism marketplace
- Grant administration fees

Release of Information:

Information submitted to Kansas Tourism and The Kansas Department of Commerce relating to the application may be subject to the Open Records Law (K.S.A. 45-215 et seq.). Confidentiality will not be guaranteed.

TASK Grant Evaluation Process:

The evaluation used to assess the Project's economic impact on tourism development will depend primarily on adequate documentation of the following criteria of relevance to the proposed project

I. Visitation

- Out-of-state visitation from multiple states should represent greater than 20% of total annual visitation to be considered a major, unique, destination attraction.
- A minimum of 30% of total annual visitation should be drawn from greater than 100 miles distance from the attraction community.
- Total annual visitation should compare very favorably to comparable existing attractions in the state, as well as to comparable attractions and markets elsewhere.

2. Economic Impact

- Visitor Spending
- Sales Tax Generation
- Quality of life
- Job Creation or retention

3. The unique quality of the project, relative to at least one of the following:

- A national destination attraction market
- A defined regional (multi-state) market
- The Kansas destination attraction market
- The ability of the proposed attraction to leverage or utilize the natural, culture, recreation or heritage that is unique to Kansas,
- The ability of the proposed attraction to capture for Kansas a valuable national market (i.e. sports organization, consumer product brand, entertainment brand, etc.).

4. Integration and collaboration with other regional tourism resources and/or businesses, as determined by:

- The creation of overnight stays
- Collaboration with and support of other existing retail, entertainment, or destination experiences



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5. Enhancement of the visitor experience in Kansas

6. Project Accountability

- Third-party verification, wherever possible is recommended. A feasibility study is strongly encouraged.
- Short and long-term marketing plan
- The ability to be sustainable past project completion
- The ability to maintain status as a significant travel decision driver
- All of the above should be accountable and verifiable according to best industry or comparative practices.
- Methodologies should be transparent and detailed.

7. Budget

- Budget should be adequate for the completion of the Project.
- Documentation supporting project budget should be detailed and complete.
- Adequate verification of leverage funding

8. Availability to the traveler

- Documentation indicating the regular scheduled days, hours and staffing that the attraction will be open to the public.

9. Management Team:

- Documentation of a qualified management team for the grant process and for management of the attraction once completed.

10. Project Planning and Support:

- Timeline and Documentation of the project to ensure grant activities will be completed within the TASK grant guidelines.
- Letters of Community support

Applicants may be asked to meet with the Grant Program Manager and/or Review Committee in person or by phone to further discuss the project.

Disbursement of Grant Funds:

TASK is a reimbursement grant. The contracted percent of documented expenditures will be paid to the grantee. Paid invoices with canceled checks or other valid documentation as proof of payment are to be submitted along with the Request for Reimbursement Form. All semi-annual reports must be current with Kansas Tourism before grant funds will be distributed.

U.S. Economic Development Administration (EDA) will have final determination on any disbursement of grant funding.



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Reports:

The Grantee will submit semi-annual reports to the Kansas Tourism Division. The schedule of semi-annual reports will be as follows: Reports will be submitted on February 15th and August 15th of each subsequent year until the completion of Grant activities. Semi-annual reports must be submitted even if work on the project has not taken place during the reporting period. The Final Report is due with the final payment reimbursement request.

Repayment of Grant Funds:

Kansas Tourism reserves the right to require non-complying grant recipients to pay back the previously awarded money within one year of contract end date.

For projects receiving grant funding to purchase and / or renovate building and / or real estate, if the property is sold within five years of receiving the grant, the owners will be required to refund a prorated amount of the grant to the Department of Commerce. The amount will be prorated based on date of sale.

Department Recognition:

The Grantee must acknowledge Kansas Tourism as a sponsor of the Project.

Where applicable, use of the Kansas Tourism Logo will need to be approved along with the following statement: "Funded in part by Kansas Tourism"

For assistance with the application or submission process contact Taylor Hartshorn at (785) 296-8951 or taylor.hartshorn@ks.gov



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