



Wellington Area Chamber of Commerce/CVB

208 N. Washington Ave, Upper Level

PO Box 686

Wellington, KS 67152



Travel & Tourism Grant Program Wellington Convention & Visitors Bureau

Purpose:

The Wellington Travel & Tourism Grant Program is designed to enhance marketing efforts of tourism-oriented attractions/events matching organizational funds with City of Wellington monies to assist in creating marketing materials and/or advertising.

The grant pool is funded by the Transient Guest Tax and implemented through the Wellington Area Chamber of Commerce/CVB.

Eligibility:

The Travel & Tourism Marketing Grant is available to any non-profit group or organization, in the City of Wellington, actively involved in advertising, promoting or marketing Wellington to leisure tourists or visitors.

To qualify for funding projects must meet the following requirements:

- The project's primary function must be aimed towards marketing to visitors and tourists and designed to stimulate economic growth and/or enhance future tourism development activities that attract visitors.
- The project must be a non-profit group or organization (proof of non-profit required). Organizations and projects that belong to the Wellington Community Foundation are eligible.
- Events or attractions must be available and open to the public.
- **Each proposal must include a statement as to how the impact and effectiveness of the project will be measured.**
- Upon completion of the project (within 30 days or by December 31st, 2025), an impact statement and proof of expenditures and payment must be submitted to the Wellington Area Chamber of Commerce/CVB.

Project/Event Completion:

A letter should be submitted to the Wellington Area Chamber of Commerce/CVB upon completion of the project, including a brief financial summary accounting for expenditures.

Application Procedures:

Complete application and submit to the Wellington Area Chamber of Commerce/CVB. Electronic copies are preferred.

Application Deadline:

Applications must be postmarked, emailed or hand carried no later than Monday, February 10th, 2025 at 4 p.m. to the following address.

Funds are limited. No exceptions.

Wellington Area Chamber of Commerce/CVB
208 N. Washington Ave. Upper Level PO Box 686 Wellington, KS 67152
Valerie Earl, Executive Director
director@wellingtonkschamber.com



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**2025 Wellington Travel & Tourism Grant
 Proposal Template and Letter Guidelines
 Written Proposal Due: Monday, February 10, 2025 – 4 p.m.**

Organization Name: _____
Main Contact: _____
Organization Mailing Address: _____
Organization Email Address: _____
Phone Number: _____
Website: _____

Please answer each of the following six questions. All questions must be answered in order for your application to be considered for grant funding.

1. Briefly describe your organization.
 - a. Include a list of the name & date of all tournaments, special events, etc.
2. How will you use the Wellington Travel & Tourism Grant funds?
3. How will your proposal enhance your current marketing efforts and organizational mission?
4. How does your organization’s event, venue or program(s) help promote Wellington as a tourist/visitor destination?
5. How will you measure the success of this marketing proposal? Please include an evaluation plan for your marketing campaign.
6. Please provide a detailed description of your organization’s marketing plan (beyond just this proposal. Ex. Billboard, signage, newspaper, radio).

- *Please add any other information you believe the committee should be aware of
- *Include any brochures, photos or other materials the committee might find helpful in their decision
- *Email Digital Copy of Logo

Reminder to submit completed proposals to:
 Wellington Area Chamber of Commerce/CVB
 208 N. Washington Ave. Upper Level PO Box 686
 Wellington, KS 67152
 Valerie Earl, Executive Director
director@wellingtonschamber.com

***if awarded grant money**, the organization upon completion of the project (within 30 days or by December 31st, 2025) will provide an impact statement and proof of expenditures and payment must be submitted to the Wellington Area Chamber of Commerce/CVB. Electronically or paper copies.

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