Neighborhood Tourist Development Fund

Application Guidelines & Instructions

Fiscal Year 2019 - 2020

City of Kansas City, Missouri
City Manager's Office / Office of Culture and Creative Services

City Council

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INTRODUCTION

These guidelines are intended to serve as a repository and resource of governance, authority, guidelines and instructions for applicants of the Neighborhood Tourist Development Fund (NTDF). Program guidelines may be reviewed annually and amended as needed by authority of the NTDF Committee.

In accordance with the State of Missouri Statute Section 92.336.1, the Neighborhood Tourist Development Fund (NTDF) serves to promote neighborhoods, through cultural, social, ethnic, historic, educational and recreational activities in conjunction with promoting such city as an international trade, convention, visitors and tourist center.

NTDF support programs, events and activities that provide quality experiences to residents and visitors of Kansas City. The purpose of this program is to showcase and strengthen the vitality of Kansas City neighborhoods and the local culture of the city, which represents an important component of the Kansas City economy. These funds serve as an investment and commitment by the city to its neighborhoods and the community that do the work to enhance the quality of life for its residents and helps to build Kansas City's reputation as one of the most vibrant and culturally diverse destination in the country.

Through the NTDF program, the City of Kansas City contracts for services with nonprofit organizations, which are vetted through a competitive process. These guidelines provide details of eligibility, requirements as well as application instructions. The guidelines provide continuity of the application/review process to ensure accountability and integrity of the allocation of public funds.

Applications are accepted from qualified nonprofit organizations on an annual and quarterly basis. Funding is available and contracts are aligned with the City's fiscal year: May 1 – April 30.

These NTDF funds are limited by the hotel tax revenues and are recommended by the NTDF Committee and approved by Mayor and City Council. Applications are reviewed and awarded based on the merit of each application. Awards are not guaranteed every year nor does the City guarantee that awards will remain at previous or current funding levels.

NEIGHBORHOOD TOURIST DEVELOPMENT FUND AUTHORIZATION

The City of Kansas City, Missouri Office of Culture and Creative Services of the City Manager's Office administers the Neighborhood Tourist Development Program, which is authorized by state statutes and governed by local code.

The Neighborhood Tourist Development Fund was authorized by the 85th General Assembly of the State of Missouri; Senate bills No. 295 and adopted as **Missouri Tax Code, Section 92.336.1**, **Use of Tax Revenue**:

> *Not less than ten percent of the proceeds of any tax imposed pursuant to subdivision (1) of section 92.327 shall be appropriated to a fund that hereby shall be established and called the "Neighborhood Tourist Development Fund". Such moneys from said funds shall be paid to not-for-profit neighborhood organizations with whom the city has contracted, and which are incorporated in the state of Missouri and located within the city limits of such city established for the purpose of promoting such neighborhood through cultural, social, ethnic, historic, educational, and recreational activities in conjunction with promoting such city as an international trade, convention, visitors and tourist center.*

> Details of the State Tax Code can be found here:
> http://www.moga.mo.gov/mostatutes/stathtml/09200003361.html.

Following the passage of the local convention and tourism tax, the City passed an ordinance to amend the Code of Ordinances with **Section 2-931: Neighborhood Tourist Development Committee** in 1995 to establish the rules and administration of the neighborhood tourist development fund. Requirements are detailed here in the guidelines and found in the Code of Ordinances: Section 2-931: Neighborhood Tourist Development Committee.

APPLICATION CYCLES

Applications are available on an annual and quarterly basis, and are reviewed and awarded based on evaluation criteria as established by the NTDF Committee. Applicants are encouraged to apply for the Annual Application Cycle, as funding for the quarterly cycles is *only* available if the actual hotel tax revenue exceeds the projected revenue or funds are not fully expended during the Annual cycle.

Applicants may submit more than one application per year for each activity/program. However, only <u>one</u> application may be submitted for the same activity/program within the same fiscal year. *Late or incomplete applications will not be accepted.*

Application deadlines and eligible activity periods are noted below:

Application Cycles and Deadlines:

Annual Application Cycle

Application due date: October 15

Annual applications are for projects occurring during May 1 - April 30.

2nd Quarter Cycle

Application due date: April 15

Second quarter applications are for projects occurring during August 1 - April 30.

3rd Quarter Cycle

Application due date: August 15

Third quarter applications are for projects occurring between November 1 - April 30.

4th Quarter Cycle

Application due date: October 15

Fourth quarter applications are for projects occurring between February 1 - April 30.

PROCESS TIMELINE

APPLICATION: Applications submitted online and by the deadline are reviewed by staff for eligibility (see Eligibility Requirements, p. 8). Staff will contact applicants of their eligibility status. If organizations are deemed eligible, staff will provide details of next steps for the interview process.

INTERVIEW: NTDF Committee, a citizen body appointed by Mayor and City Council, convene to review applications and to interview applicants. Agencies applying for funding are invited to appear before the NTDF Committee to provide a brief overview of the activity/program and to answer questions that may clarify the application. Be sure to come prepared to answer detailed questions about the application. It is not a requirement for applicants to attend the interview; however, project contacts may consider a backup person (i.e. staff colleague or board member) to attend if the primary contact becomes unavailable. In order to accommodate interviews of many applicants, the committee may limit the interview and question/answer period to approximately ten minutes.

DELIBERATION: The NTDF Committee deliberates on each application and prepares a recommendation for funding to the Mayor and City Council. Applicants will not have the opportunity to re-address the committee, unless recognized by the Chair, once deliberations begin. Corrections and updates of an application is encouraged; introduction of new information may not be allowed.

RECOMMENDATION: Staff will contact the applicant with the preliminary funding as recommended by the NTDF Committee.

APPROVAL: Mayor and City Council consider funding recommendations in a first reading of a City Ordinance. The ordinance is then referred to the Finance and Governance Committee, a committee of the City Council, who review the process to make a recommendation to the full City Council. The full Council takes action for final approval and adoption of the City Ordinance. Staff will notifies applicants of the final award and provide instructions for the contract phase.

CONTRACT: Upon receipt of required pre-contract materials from applicants, the City will enter into agreements with the organization— (see Contract Requirements Section 15). It is important to follow all terms outlined in the contract including the 90-day final report, insurance and publicity requirements. Failure to comply with contract requirements may disqualify an organization from applying to the NTDF program for one (1) year per the NTDF Ordinance.

ELIGIBILITY REQUIREMENTS

In accordance with state and city requirements, funds shall be available to not-for-profit neighborhood organizations which are incorporated in the state and located within the Kansas City, MO city limits.

The following requirements must also be met in order to be considered for funding:

(1) Must demonstrate that it encourages broad based citizen input and participation. This fund is intended to assist groups and projects as defined herein, as well as umbrella organizations and development corporations which meet these tests.

(2) Organizations must conform to all the provisions of the city manager's administrative regulations setting forth the procedures, consistent with federal and state law, the City Charter, and the Code of Ordinances, for entering into contracts with non-municipal agencies.

(3) Every corporation receiving neighborhood tourist development fund monies must maintain its registered office within the city limits.

(4) Organization's physical address must be located and maintained in Kansas City, MO.

ACTIVITY / PROJECT REQUIREMENTS

Proposed projects must promote a neighborhood through cultural, social, ethnic, historic, educational, and recreational activity in conjunction with promoting such city as an international trade, convention, visitors and tourist center. Activities may occur as a one-time event, an annual event or a series of events.

The proposed activity/project must also meet the following requirements:

(1) Projects must take place within city limits and should have appeal to local residents as well as to tourists.

(2) Projects should be open to the general public and marketed broadly to attract persons who would not otherwise plan to be in Kansas City, as well as interest those who are visiting for other purposes.

(3) Capital projects may be considered if such projects are consistent with all other guidelines herein and funding for the planning, maintenance, and staffing of the capital projects from sources other than the fund are outlined in the applications.

(4) Proposals which include advertising should be encouraged, and such advertising may take the form of brochures, advertisements in travel literature, electronic presentations, etc. All publicity and advertising must include reference to the city and credit the neighborhood tourist development fund as a funding source.

(5) Those proposals which are designed to generate funds which might alleviate the need for future city subsidy are preferred.

(6) In order to maximize tourist participation, projects which have been coordinated with the convention and tourism industry are encouraged.

(7) Project dates must be within the annual or quarterly cycle and projects may not be submitted more than once per fiscal year.

INELIGIBLE ORGANIZATIONS, ACTIVITIES AND PROJECTS

- Programming that is not open and marketed to the general public
- Projects that reflect or enhance political parties, candidates or political office holders
- Proposals which request funds to supplant operating costs currently publicly-supported
- Routine, ongoing activities such as individual block clubs and home associations
- Proposals which provide for the maintenance of capital projects, including tourist attractions.
- Activities/projects already receiving NTDF funding within the same fiscal year
- Previously completed activities/projects or projects that occurred prior to the current application cycle.
- Programs and/or services of organizations that benefit other cities or regions
- Projects that directly benefit a religious organization or activity
- Organizations that are not registered as a corporation with the Missouri Secretary of State
- Organizations that do not have a physical address located within the city limits of Kansas City, Missouri
- Organizations that do not maintain its registered office within the city limits
- Organizations that are not in good standing with the City of Kansas City, MO

EVALUATION CRITERIA

Applications will be reviewed according to the following criteria. Each of the following criteria total to a maximum score of 100 points. A score to be determined by the NTDF Committee must be earned for the application to receive a funding recommendation.

Economic and Neighborhood Impact	(55 points)

1. **Tourism Appeal:** Does the proposal appeal to residents and tourist to actively participate in Kansas City neighborhoods? Will the activity attract visitors and build new audiences? *(15 pts)*

2. **Tourism Promotion:** Will the project contribute to recognition and promotion of Kansas City as a tourist destination? Will it promote a positive image for the City of Kansas City Missouri? Will it increase awareness of the City's amenities, history, facilities and natural environment? *(15 pts)*

3. **Benefit to Community:** Will the activity have a measurable and positive impact to the neighborhood? Will the activity have short term/long term benefits to community? *(15 pts)*

4. **Marketing / Outreach Strategy:** Does the applicant propose to market the event broadly and/or collaborate with other programmatic organizations and with the hospitality industry? *(10 pts)*

Activity/Program Merit and Excellence	(25 points)

1. **History of Excellence:** Does the proposed activity/program have a history of success? If a first-time activity, does it have a high probability of success? *(10 pts)*

2. **Evidence of Support:** Does the activity evidence a high degree of partnerships, including volunteers, corporate, business, civic, and/or evidence of neighborhood and community support? *(10 pts)*

3. **Measure of Success:** Does the organization conduct ongoing planning and program evaluations with appropriate use of tools to measure program/activity success or effectiveness? *(5 pts)*

Organizational Capacity	(20 points)

1. **Management Capacity:** Does the organization and/or its leadership demonstrate an ability to successfully execute a cultural, social, ethnic, historic, educational and/or recreational activity? Does the organization or its leadership demonstrate use of effective management practices in the areas of finance, administration, marketing and production? *(10 pts)*

2. **Project Budget Feasibility:** Does the proposed activity/program and associated project budget appear feasible? Does the proposed budget have sufficient funding from an appropriate variety of sources to be successful? *(10 pts)*

3. **Organizational Stability:** Does the organization demonstrate a history of financial health and stability? *(5 pts)*

FUNDING REQUESTS

Funding is provided to nonprofit organizations for eligible expenditures directly related to a one-time, recurring or series of activities/programs within a given year. The project budget must be specific and unique to the proposed activity outlined in the application.

Applicants are encouraged to apply for the Annual Application Cycle to ensure that projects are considered as part of the City's annual budget appropriation as approved by Mayor and City Council. Funding for quarterly cycles is subject to actual hotel tax revenue and any fund balance rolled over from the previous year.

Since requested amounts typically exceed the amount of funding available, funding remains competitive and organizations rarely receive full funding as requested. Awards are not guaranteed every year nor does the City guarantee that awards will remain at previous or current funding levels.

There is no requirement to provide matching funds; however, the City looks favorably on activities/projects that include diverse sources of revenue and evidence of broad community and neighborhood support.

Organizations will be evaluated by categories as determined by organizations' annual operating budget size. The budget categories are as follows:

- o Small Organizations: less than $50,000
- o Medium size category = $50,000 - $499,999
- o Large size category = $500,000 and over

ELIGIBLE PROJECT EXPENSES

The following project expenses are eligible for reimbursement. All expenditures to be reimbursed by NTDF must be listed as in the NTDF column of the project budget:

Advertising	Long distance calls
Catering	Minor equipment
Certified public accountant**	Office supplies
	Permits
Costume rental	Postage
Entertainment*	Printing
Equipment rental	Promotional material
Exhibition rentals	Publicity
Facility rental	Security
Insurance	Trophies/awards

Contracts with entertainers should be developed to include their fee and any expenses for lodging and/or transportation. Travel expenses for staff or members associated with the project are not eligible for reimbursement.

Reasonable certified public accountant expenses are eligible for reimbursement only when they are incurred in connection with the preparation of the compilation of costs form required under section 2-939(a).

INELIGIBLE PROJECT EXPENSES

The following project expenses are **NOT** eligible, should not be reflected in the NTDF column of the proposed budget, and will **NOT** be reimbursed:

o Utility installation/service
o Equipment purchases
o Cash awards
o Rental of primary office space
o Expenses for services/goods where an "arm's length relationship" does not exist between the contractor and the vendor
o Gasoline purchases
o Salaries/stipends
o Travel expenses
o Consultants/planners (directors, technicians)
o Permits, licenses or expenses related to alcohol
o Expenditures related to project/activities not located within the city limits of Kansas City, MO.

- Previously completed activities: projects or activities occurring outside of the contract period.
- An operating deficit or budget shortfall projected for the funding period or incurred in previous fiscal years
- Cash reserves or endowments (funds must be expended within the contracted period)
- Audits unless required by the contract
- Existing deficits, fines, contingencies, penalties, interest or litigation costs
- Curriculum development or curricular activities
- Property or retail sales taxes

REVIEW PROCESS

The review process includes NTDF Committee application review, organization interviews and deliberation for awards. The NTDF Committee meets to review applications and conduct applicant interviews on a quarterly basis (Annual, 2nd, 3rd, and 4th application cycles) and as needed. The committee will score the application based on the evaluation criteria (see Evaluation Criteria, p. 10), deliberate on matrix parameters and vote to recommend awards to City Council.

NTDF Committee meetings are posted with the City Clerk's Office and open to the public. Applicants are strongly encouraged to attend the interview and to ensure the representative is knowledgeable of the application details, able to provide an overview of the application and answer questions posed by the NTDF Committee. No new information presented in the application may be introduced during interviews.

When interviews have concluded, the meeting remains open to the public during NTDF Committee deliberations; however, applicants may only observe the meeting and may not address the committee meeting unless recognized by the Chair.

DETERMINATION OF AWARDS

Awards are determined by the average score derived from an Olympic scoring method and applied to a funding matrix. The funding matrix provides parameters for the distribution of funds as determined by the NTDF Committee. Parameters may include: 1) applicant's annual operating budget size; 2) maximum allowable award amount per category of organization's annual budget size or ceiling; 3) funding floors; and 4) funding formula.

Factors in the funding formula include: 1) total request amount; 2) applicant score converted to a grading system (see below); and 3) available funds available to be allocated each cycle. The NTDF Committee may deliberate to determine funding parameters prior to taking action to recommend funding awards to City Council.

The final score is tied to the following grading system:

> 100 – 95 points = 100% of request amount
> 94 – 90 points = 90% of request amount
> 89 – 85 points = 80% of request amount
> 84 – 80 points = 70% of request amount
> 79 – 75 points = 60% of request amount
> 74 – 70 points = 50% of request amount

CONTRACT REQUIREMENTS

Following authorization of funding by City Council, the City will enter into a contract with the organization to establish procedures and responsibilities for both the City and the contractor. No contract will be executed prior to City Council adoption of the ordinance approving the contract.

Pre-Contract Materials

In order for the City to enter in to an agreement, the following pre-contract materials will be required, by link or document to be provided by staff:

Certificate of Insurance

> Contractors will be required to provide a Certificate of Insurance that meets the City's required limits of liability due at the time of contract signing. The certificate must also show City of Kansas City MO as an additional insured. Insurance costs are an allowable budgetary expense if awarded funding.

Employee affidavit

> If the organization is approved for an award in the amount of $5,000 or more, an employee affidavit consisting of a signed notarized document verifying the employers' compliance and affirming that said employer has registered with and utilizes the federal work program known as E-verify. The electronic programs employers use to confirm eligibility to work in the United States after completion of form I-9 (Employment Eligibility Verification). The Memorandum of Understanding (MOU) explains certain features of the E-verify program and describes specific responsibilities of the Employer, the Social Security Administration (SSA), and DHS (Department of Homeland Security).

Voided check

> A voided check is required prior to contract execution. A voided check can be obtained from the organization's banking institution; it must be marked "VOID" rendering the document useless with the exception of providing information for NTDF to deposit money into an active account.

<u>W9</u>

In order for the city to issue payments, the organization must be registered as a vendor with the City of Kansas City, MO. A W9 must be completed and submitted in order to be assigned a vendor code. The W9 will be due prior to contract execution.

Payment

Staff from the city manager's office is responsible for the contract administration of this fund in accordance with the city manager's administrative regulations setting forth the procedures, consistent with federal and state law, the City Charter, and the Code of Ordinances, for entering into contracts with non-municipal agencies.

Once a contract has been executed, the city may issue a first payment to the contractor in an amount not to exceed one-half or 50% of the contract amount upon presentation of a written request. A request for an advance must be on the organization's company letter head. Advance payment requests may only be accepted if received prior to the first day of the project/activity start date. No funds over 50% of the award shall be paid until after the project has concluded.

The contractor must provide the city with complete documentation supporting the expenditure of payment. Timely distribution of first payment of funds will occur upon receipt of all required pre-contract materials and *only* after a contract has been executed. All reimbursable expenses must be incurred within the contract period. The City will only reimburse eligible expenditures as authorized in the code of the ordinances - see Eligible Expenditures, p. 12.

Final distribution of payment will be contingent on submission of required documentation:

(1) *Final 90-Day report.* Within 90 days after the event/project, the contractor must submit to the city a Final 90-Day Report describing the activities of the event/project and including, but not limited to, such information as total estimated attendance, groups involved in planning and implementation, and in-kind contributions on a form to be provided by the City.

(2) *Financial statement.* Within 90 days after the completion of the event/project, the contractors must submit to the city a compilation of costs on a form to be provided by the City. For awards over $20,000 financial statements must be prepared by a certified public accountant. This compilation of costs must detail all event/project revenue sources and amounts, and related expenditures.

(3) *Proof of Purchase/Receipts & Supplemental Materials.* Proper documentation must accompany the final report for payment. Acceptable forms of proof of payments are as follows:

- o Reconciled checks (front and back) or bank or credit/debit card statement(s) that correspond with one of the following:

  - Vendor receipts with date, product description, quantity, price per unit and total cost; or

  - Executed contracts for services showing service providers name/company, address, phone/email address and services rendered; hourly rate or flat fee, date of expected services and any additional costs related to travel or lodging accommodations; or

  - Email string transactions may satisfy as proof of mutual contractual agreement or reservation for services, but only with the same detailed information as stated above for contracts.

- o Vendor invoices may be accepted *only* if accompanied by bank statement showing evidence of payment amount, date and vendor.

- o Paypal payments may be accepted *only* if accompanied by bank statement showing evidence of payment amount, date and vendor.

- o If contracting for facility services or banquet halls, an itemized folio/invoice must be provided to insure liquor is not included in the charges. The City does not reimburse for alcohol and the value of that liquor and any applicable tax must be deducted from the reimbursement request.

Unacceptable forms of proof of payment that may not be reimbursed include cash receipts because the purchaser cannot be verified; money order, cashier checks or counter checks because receipt by the vendor cannot be verified. We do not reimburse taxes paid on a purchase, however we will reimburse for delivery/shipping and set-up fees.

If the contractor fails to comply with submission of the required documentation, above, the organization will be considered ineligible for NTDF funding and will be prohibited from applying for one (1) year following the year in which contractor received its last award, per City Ordinance.

Marketing

Contractors will be required to acknowledge the City's support in all appropriate materials and media. All electronic and printed material, radio, television or broadcast used for publicity and advertising must include a credit to the City of Kansas City, Missouri and to the Neighborhood Tourist Development Fund (NTDF) as follows: "This project is supported in part by the City of Kansas City, Missouri Neighborhood Tourist Development Fund".

Additionally, all electronic and printed material and apparel must include the NTDF logo. The City reserves the right to change the language of the required acknowledgment of NTDF support as well as the right to disallow the use of the logo and acknowledgement of support.

Site Visits

Contractor shall cooperate with all monitoring and evaluation of activities conducted directly or through the contract by the City relative to activities described herein and bound by this Contract including, but no limited to, providing access to the project site, at no cost to the City, and providing programmatic and fiscal records to an authorized representatives of the City.

DEFINITIONS

Activity – Refers to the specific project or range of operations proposed for funding.

Annual Operating Budget - The **annual operating budget** is associated with the Statement of Activities (SOA), sometimes called the Income Statement or Profit & Loss, and involves projecting income and **expenses** for a single fiscal year to accomplish an organization's immediate mission agenda.

Admissions – Revenue derived from fees earned through sales of services. Include ticket sales of proposed events, sales of workshops, etc., to other community organizations, government contracts for specific services, performances or residence fees, tuition, etc.

Cash – Funds from the applicant's resources allocated to this project.

Organization - An organization that either has Federal 501 (c) status or is incorporated within the State of Missouri, and its primary mission to produce, present or promote cultural, social, ethnic, historic, educational and recreational activities.

Capital Expenditures – Expenses for purchases of building or real estate, renovations or improvements involving structural change, payments for roads, driveways, or parking lots, permanent and generally immobile equipment such as grid systems or central air conditioning, etc., and expenses for additions to a collection; or, 2) Funds used to acquire a long term asset. A capital expenditure results in depreciation deductions over the life of the acquired asset.

Corporate Support – Cash support derived from contributions given for the proposed activities by businesses, corporations, and corporate foundations or a proportionate share of such contributions allocated to this activity.

Earned Income – Revenue raised by selling items or services, such as admission, concessions, and space or equipment rental. Donations and grants are considered unearned income.

FEIN – an acronym for Federal Employer Identification Number, also known as an EIN. This unique, nine-digit number is used by the IRS to identify a business operating in the United States.

Fiscal Sponsor –A nonprofit corporation with 501(c) status who applies for financial support on behalf of another organization or individual in order to enable the latter to receive the benefits of tax exempt status. There are several forms which fiscal sponsorship can take, but in every case, the fiscal sponsor takes responsibility for external parties that the funding will be utilized for tax exempt, charitable purposes as defined in the internal revenue code. See "Umbrella Organization".

Foundation Support – Cash support derived from grants given for the proposed activities by private foundations or a proportionate share of such grants allocated to this activity.

In-Kind Contributions – Services or goods contributed to an individual or organization for which one would otherwise have to pay. * *Services or goods provided by the organizer in a funded project, contract agency employees, or board members are not considered in-kind services.*

Marketing – All costs for marketing, publicity, and/or promotion specifically identified with the activity. Include costs of newspapers, radio and television advertising, printing and mailing of brochures, flyers, and posters directly connected to promotion, publicity, or advertising.

Nonprofit Organization – An organization registered with the Missouri Secretary of State as a nonprofit organization with tax-exempt status which ensures no part of net earnings benefits a private individual. Status must be confirmed prior to application submission.

Organizational Capacity – An organization's core marketing skills and capabilities, programs and evaluation, in order to build the organizations effectiveness and sustainability.

Registered Neighborhood – A neighborhood group may include neighborhood association, homes association, community association, community council and neighborhood council for the purposes of uniting residents in crime prevention and block watches, neighborhood beautification and cleanup, community forums and relay of neighborhood news.

Resident – A citizen who lives in Kansas City, Missouri.

Tourist – A person who travels to Kansas City, Missouri from a different city, township or municipality.

Travel – All costs directly related to travel of an individual or individuals and specifically identified with the activity. Includes fares, hotel and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping, or hauling expenses, see definition for "Other Expenses".

Unearned Income – Revenue that is donated, such as grants and donor contributions.

Umbrella Organization - an organization that controls or organizes the activities of several other organizations, all of which have a similar purpose or

that coordinates the activities of a number of member organizations and hence promotes a common purpose. See definition for "Fiscal Sponsor".

NTDF APPLICATION INSTRUCTIONS

The Neighborhood Tourist Development Fund (NTDF) application is available online and found here: **http://www.kcmontdf.org/.** Only online applications will be accepted. Before preparing your application, fully read these application instructions in advance of submitting an application.

To begin, all previous and first-time applicants must register on the online application system by creating a new user profile. You <u>must</u> confirm your registration by responding to the confirmation email before starting a new application. In the email notification, if the URL does not hyperlink, copy and paste the URL into a web browser.

Recommended Browser: It is recommended that you use Chrome, Firefox, Safari or Internet Explorer 11+ as your browser. Internet Explorer 8 or 9 browsers are not supported.

You will have **60 days** from when you created the application to complete and submit the application; otherwise, your application will expire. *Late or incomplete applications will not be accepted.* **Fields with asterisks (*) are required.**

Applications must be submitted no later than 5 p.m. (CST) on the date the application is due. If a deadline falls on a Saturday, Sunday, or on a holiday, the application will be due on the following business day at 5 p.m. (CST).

APPLICATION FORM *(Instructions only)*

Fiscal Year* (*Drop Down Menu:* FYXXXX-XXXX)
Please select from the drop down menu the Fiscal Year in which you are applying for funding. The City's fiscal year runs May 1 – April 30. *Example:* If your event occurs between May 1, 2018 – April 30, 2019, select FY2018-2019.

Application Cycle* (*Drop Down Menu:* Annual, 2nd Quarter, 3rd Quarter, 4th Quarter)
Select the Application Cycle during in which your project will occur. The project/activity should fall within the cycle for which you are applying. Application deadlines occur approximately 90 days prior to contract execution to allow for the selection, approval and contract process:

Annual:	May 1 – April 30	Deadline to apply: October 15 (for next fiscal year)
2nd Quarter:	August 1 – April 30	Deadline to apply: April 15
3rd Quarter:	November 1 – April 30	deadline to apply: August 15
4th Quarter:	February 1 – April 30	deadline to apply: October 15 (for current fiscal year)

*Important: If you select Annual, you will be requesting support for the following fiscal year (not the current fiscal year). If you select a quarterly cycle, you are applying for support of a project/activity between May 1 – April 30 of the current fiscal year.

See http://kcmo.gov/citymanagersoffice/ntdf/application/ to ensure you are selecting the correct Fiscal Year and Application Cycle.

SECTION I: Organization Information

Organization Information

Organization Name *

The Applicant/Organization name <u>must</u> match the name listed on the State of Missouri Certificate of Incorporation. Use exact spellings and do not use abbreviations unless it is part of the official name. If the organization already has a profile in the system by another user, when you type the organization, select the organization from the drop-down menu. This section will auto populate with location information. You will be able to make changes to the information if corrections are needed.

Note: Vendor Registration with the City of Kansas City, will be required at time of contract. The Vendor Registration Name will need to match exactly with the name listed here.

Organization Common Name:

List the common name of the organization, if different than above. This is not a required field.

Address/Address 2/County/Zip *

These fields will automatically populate with data provided from your user profile. If you need to alter your organization's profile data, you can change it directly in the application and the change will be reflected in the profile, or you may click on "Profile" in the top right corner of the application to edit "My Profile" or "Organization Profile".

City and State are not alterable. Only organizations located in Kansas City, Missouri are eligible to apply. Only Address 2 is not a required field.

City Council District of Organization *

List the City Council District in which your organization's physical office is located. It is a requirement for the office to be located within the city limits of Kansas City, Mo. This is <u>not</u> necessarily where the program/activity will occur. For a map of City Council District(s) related to the activity/program, click here: http://kcmo.gov/map-of-city-of-kansas-city-mo-council-districts/.

FEIN *

Enter the organization's unique, nine-digit Federal Employer Identification Number, also known as an EIN as used by IRS. If you are selecting your organization's name from a drop-down menu, the FEIN will automatically populate.

Organization Website

Enter the URL of the organization's website, if one exists. This is not a required field.

Mission Statement*

Provide the mission statement of the organization in the text box. There is a 1,500 character limit.

Contact / Project Director Information *

The Contact/Project Director is the person responsible for completion of the project and the official contact for all correspondence. This does not necessarily need to be the Executive Director, but should be the person that we contact as it relates to this application or future contract.

These fields will automatically populate with the information provided in your user profile. If you need to alter your organization's profile data, you can change it directly in the application and the change will be reflected in the profile, or you may click on "Profile" in the top right corner of the application to edit "My Profile".
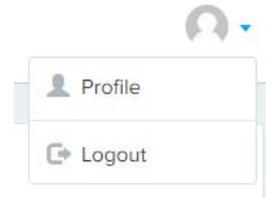
Executive Director Information *

Enter the first name, last name, title, email address and phone number of the Executive Director of the organization. This may be the same person as the Contact/Project Director.

These fields will automatically populate with data provided in your user profile. If you need to alter your organization's profile data, you can change it directly in the application and the change will be reflected in the profile, or you may click on "Profile" in the top right corner of the application to edit "My Profile" or "Organization Profile".

Employee Information

Have you attended NTDF Training? *

If an employee or board member attended an NTDF workshop in the past year, mark "yes". If you mark "yes", the NTDF Training Date will be required.

Number of Paid Employees *

Include both part-time and full time employees; do not include volunteers.

Officers and Board Members *

File Upload: Please prepare a document listing names, addresses and phone numbers of all officers and board members. You will be asked to choose a file and upload the document. Most file types are acceptable including pdf, doc(x) or xls(x).

If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.

Key Staff or Consultants *

File Upload: Please prepare a document with the bios of key staff or consultants that will be directly involved in the production and execution of the activity/program. *If applying on behalf of a sponsored entity, the resumes/bios should be those that correspond to that sponsored entity.* This can be a one-page document. Most file types are acceptable including pdf, doc(x) or xls(x).

Note: If you accidentally uploaded an incorrect file, choose and upload another file again and the new file will replace the original file.

Sponsored Organization Information

Are you a sponsor/fiscal agent/umbrella organization for this project? *

If the applicant organization is a sponsor/fiscal agent/umbrella organization applying on behalf of another entity or agency that will be directly producing a project/event, mark "yes" and you will be required to complete the series of related questions. Otherwise, mark no.

What is the name of the sponsored organization? *

This may be the name of a business, non-profit organization, collective or individual(s).

Sponsored entity contact name *

List the primary point of contact for the sponsored organization or entity. This may be the same as above if an individual.

Sponsored entity Address/Address 2/County/Zip Code *

List the address, city, state and zip code for the sponsored organization or entity.

City Council District of Organization

If the sponsored organization is located in the city of Kansas City, MO, list the City Council District in which your organization's physical office is located. For a map of City Council District(s) related to the activity/program, click here: http://kcmo.gov/map-of-city-of-kansas-city-mo-council-districts/.

Select one of the following that best reflects the sponsored entity: *

Select if the sponsored organization is a for-profit, non-profit or individual.

SECTION II: Event/Project Information

Event/Project Title & Location*

Provide the Event/Project Title and Location of the proposed project (i.e. name of park, building, or facility).

For projects with multiple locations, list in bullet format, the Location Name, Street Address and Zip Code for each location.

If the project is a race, please use the starting line for the main location of the project.

Street Address *

For races and walks, use the address of the starting line. For multiple locations, use the primary venue address and list the Location Name, Street Address and Zip Code of the remaining venues in the box below.

Event/Project Dates *

The start and end date should reflect the dates of the public program. If applying for a series of events or seasonal marketing support, use the start and end date of the full series or season. These dates must be within the period of May 1 through April 30; all activities must conclude no later than April 30.

Event/Project Types * (*Drop Down Menu:* annual, series of events, one-time event)

Choose one of the following from the drop down menu:

Annual - reoccurring every year
Series of Events - a series or full season of activities
One-Time Event - an event that occurs one time and is not anticipated to be repeated

Event/Project Primary Function(s) * (*Drop Down Menu:* cultural, social, ethnic, historic, educational, recreational)

The types of activities supported through NTDF must be one of the functions listed above. List the function that is primary to the proposed project/activity. If the activity/program includes more than one function, see *Project Secondary Activity* below.

Project Secondary Activity (Check Boxes: cultural, social, ethnic, historic, educational, or recreational)

If project includes more than one function, mark all additional functions that apply. This field is optional.

Event/Project Description * (3,000 character limit)

Provide a description of the proposed project in as much detail as possible. The narrative tells the story of your project, and should include details such as the "who, what, when, where, why, and how much." The narrative should be written so that it can be easily understood by someone not familiar with your organization. Keep this succinct with facts and details. Do not restate the mission statement.

City Council District(s) where the project/activity will be located *

For a map of City Council District(s) related to the project, click here: http://kcmo.gov/map-of-city-of-kansas-city-mo-council-districts/. Check all that apply.

Will the project/activity be open and marketed broadly to the public? *

Explain whether the proposed project will be open and marketed broadly to the public. *Hint:* the project must be open to the public and marketed broadly. If marked no, the application will be deemed ineligible.

Explain how the proposed project will be promoted in conjunction with the tourism industry such as international trade, conventions, and/or visitors and tourist center? *

Explain any specific marketing strategies, partnerships or services proposed in conjunction with the tourism industry (i.e. hotels, international trade, conventions, restaurants, and/or destination marketing associations) that will be utilized to promote the activity/program? There is a 3,000 character limit.

How will the event/project be promoted? *

Mark the media outlets that you plan to use to promote the activity/program. For additional outlets not listed, include in the text box as "Other."

What is the target geographic region for marketing and promotion of the event/project *

Check the box(es) to indicate whether the project will be promoted citywide, regional, national or international audiences. *Mark all that apply.*

Outline a timeline that includes planning and execution of the project? *

Please provide a timeline for planning and execution of the proposed activity/program; be as detailed as possible. This question will help the committee to determine feasibility of the activity/program. The timeline should include major milestones related to planning, marketing and a schedule of activities.

In what registered neighborhood(s) is the project to occur? *

The City requires that neighborhood organizations be notified of proposed projects located within their neighborhoods and be given an opportunity to participate in planning and/or attending the event(s).

To search for the neighborhood association(s) for notification and planning purposes, click here for a map: **http://gis.kcmogis.kc.lan/apps/parcelviewer/.**

- Click "OK" for the Disclaimer and User Agreement if you agree.
- Enter the address of the project, or each project individually if more than one location, in the "Enter Street Address" field.
- Select the correct address from the drop down menu.
- Under the Parcel Data tab on the left side of the screen, click on "Neighborhood and Homes Associations" for a list for registered neighborhood groups related to the project location(s).

Has the registered neighborhood been informed of the event/project? *

This question is automatically defaulted to "no". Click "yes" if the neighborhood group has been informed of the activity/program. *Important note: It is a requirement that the neighborhood group(s) be notified of the event/project.*

Has the registered neighborhood group provided a written letter of support for the project? *

This question is defaulted automatically to "no". Click "yes" if the neighborhood group has provided a written letter of support.

File Upload: If "yes" is marked, you will be required to upload a file documenting the written notice to the neighborhood group(s). If you wrote to multiple neighborhood groups, please combine all letters into one file document. Most file types are acceptable including pdf, doc(x) or xls(x). *If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.*

Will the neighborhood organization(s) have a role in organizing or hosting the event? *

The City requires that an applicant must demonstrate that it encourages broad based citizen input and participation. This question is defaulted automatically to "no". Click "yes" if the neighborhood organization(s) will have a role in the activity/program. If "yes" is marked, you will be required to explain the neighborhood's role in the text box. There is a 3,000 character limit.

Describe how the project will promote the registered neighborhood? *

The narrative should address how your organization will support, promote and/or enhance the neighborhood. Discuss the community(ies) to be served, as well as the intended benefits to the neighborhood that are directly related to the proposed activity/program. There is a 3,000 character limit.

Describe how the event/project will appeal to persons living in Kansas City, Missouri? *

Activities/Programs are required to appeal to persons who live in Kansas City to and to draw citywide audiences to the neighborhood. Discuss the target audience(s), specific elements of the proposed activity/program and/or the outreach method to be employed that will facilitate broad appeal to Kansas City residents.

Describe how the event/project will appeal to persons who do not live in Kansas City, Missouri but who are visiting in the city or who would travel to Kansas City to participate in or otherwise attend the proposed event/project? *

Activities/Programs that are supported by the City are required to appeal to persons who do not live in Kansas City, Missouri but who are visiting in the city or who would travel to Kansas City to participate in or otherwise attend the proposed activity. Discuss the target audience(s), specific elements of the proposed activity/program and/or the outreach method to be employed that will facilitate broad appeal to persons who do not live in Kansas City, Missouri.

What is the estimated attendance to your event? *

This is the total number of individuals expected to attend the activity/program. If a series of events, please include the total anticipated attendance. If a first-time event, please be conservative and realistic with the total audience projection.

What is the estimated attendance of persons, who do not live in Kansas City, Missouri, you are expecting for this event? *

This is the total number of tourists, or individuals who do not live in Kansas City, MO that are expected to attend the activity/program. If a series of events, please include the total anticipated attendance. If a first-time event, please be conservative and realistic with the total audience projection.

Describe the method for collecting data on audience demographics, including persons who do not live in Kansas City, Missouri. *

Describe how your organization determines the actual or estimated number of individuals in attendance and the actual or estimated number of persons who will be traveling from outside the Kansas City, Missouri city limits.

Note: if your organization is awarded a contracted, you will be asked to report the actual people in attendance and to describe the method of data collection on audience demographics in the 90-Day Final Report. There is a 3,000 character limit.

How do you measure success of your event/project? Describe program evaluation methods and tools used to measure event/project effectiveness? *

Describe any program evaluations and tools used to measure program/project effectiveness. These include but are not limited to qualitative or quantitative audience surveys or internal staff or board evaluations. There is a 3,000 character limit.

SECTION III: Organization Funding History

Did your organization receive any city funding for the same event/project within a given fiscal year, not including NTDF funding? *

If your organization expects to receive funds or has received funds other than NTDF from a City department for the same proposed activity/program, please indicate here. This question is defaulted automatically to "no".

If you click "yes", you will be required to provide the amount and city department. Only report amounts received through contract. You do not need to report any in-kind services provided by city departments.

Was this organization funded previously under a different organization name? *

Please indicate if you have applied for NTDF funding in the past for the same proposed activity/program. This question is defaulted automatically to "no".

If you click "yes", you will be required to provide the year funded and previous organization name.

SECTION IV: Organization Budget History

Enter Revenues and Expenses for your organizations annual operating budget for the Current Fiscal Year (projected), Last Year (projected or actual) and 2 years ago (actual). Enter cash only; do not include in-kind amounts.

Hint: For organizations registered as a nonprofit 501c3 with the Internal Revenue Service, the revenues and expenses should match the form 990s reported as the annual operating budget. The Surplus/Deficit line will automatically calculate based on the data entered for revenue and expenses for each year.

Audited financial statements for the past two years, 990 or E-Postcard with the organization's budget * *(Important note: for organizations with less than $50,000 annual operating budget, an audited statement is not required).*

File Upload: Prepare a document that gives evidences of the organization's past two <u>completed</u> fiscal years. Most file types are acceptable including pdf, doc(x) or xls(x). *If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.*

An additional file is available for uploading a second document related to the organization's budget history, if needed. This attachment is optional and not necessary if you were able to combine both completed fiscal years into one document and included in the attachment above.

SECTION V: Proposed Event/Project Budget

Project Revenue/Income

NTDF Amount Request *

Enter the amount of NTDF funding being requested.

Earned Income *

Earned income is revenue raised by selling items or services, such as admissions, merchandise, concessions and sales. Donations and grants are considered unearned income. Enter each amount of expected earned income for tickets/admissions and merchandise. Other earned income may be listed.

Unearned Income *

Unearned Income is revenue that is donated such as grants and donor contributions. Enter each amount of expected or confirmed unearned income for Private Support (corporate, individual, and foundation), Public Support (government) , Cash, or Other Unearned Income.

Total Cash Income *

Total Cash Income = Earned Income + Unearned Income. This field will auto-calculate based on data entered above.

Total In-Kind Support

In-Kind support is services or goods contributed to an organization for which one would otherwise have to pay. * *Services or goods provided by the organizer in a funded project, employees, contract agency employees, or board members are not considered in-kind services.* Values in-kind services should be based on fair market value. Please refer to www.IndependentSector.org to determine the value of the in-kind contribution.

Total Income *(auto-calculate)*

Total Income = Total Cash Income + Total In-Kind Support. This field will auto-calculate based on data entered.

Event/Project Expenses

Include all anticipated expenses for this project. List NTDF expenses under the "NTDF" column; list cash expenses under the "Other" column. The "Total" column will auto-calculate based on data entered in the columns. All projected NTDF expenses must be fully explained in the "Description / NTDF Justification" box.

Important Notes for the following expenditures:

Administrative Employee/Staff Salaries and Administrative Contract Employee/Staff Salaries are not eligible NTDF expenditures, so you will not be able to add expenses in the NTDF column.

Entertainment/Talent: Contracts with entertainers may be developed to include their fee and any expenses for lodging and/or transportation. Travel expenses for staff or members associated with the project are not eligible for reimbursement.

** *Equipment:* Purchase of minor equipment may be reimbursable with prior approval. Capital expenditures, purchase, repair or renovation of equipment or real property, are not eligible for NTDF reimbursement.

*** *Certified Public Accountant:* Reasonable certified public accountant expenses are eligible for reimbursement only when they are incurred in connection with the preparation of the compilation of costs form required under section 2- 939(a).

Project Revenues Over or Under Expenses *(auto-calculate)*

The "NTDF" column, "Other" column and "Total" column will auto-calculate based on data entered for Revenues and Expenditures.

HINT: **NTDF column should equal 0.** Otherwise, your NTDF request amount does not match the projected NTDF expenditure amount.

SECTION VI: Supplemental Materials

Provide a concise but representative sample of materials to acquaint the committee with your organization and specifically the proposed project/activity. *Submission of materials is not required; however, it is strongly encouraged.*

Attachments

Upload up to (5) attachments of supplemental material that serve as documentation to similar or same activities and programs. Please use descriptive naming for document uploads. Examples of acceptable documentation include promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, digital videos. Most file types are acceptable including doc, image and video files. *If you accidentally uploaded the incorrect file, choose file again and the new file will replace the original file.*

Website links

If these materials are accessible online, you may submit up to five (5) website links in lieu of attachments; file size for each attachment may not exceed 2M.

SECTION VI: Assurances (Requirements and Responsibilities)

Please review the assurance page carefully. By submission of an application for funding, the undersigned applicant agrees to comply with all requirements outlined here on the assurance page.

Initial each item to indicate that you understand your organization's responsibility to complete these requirements if you are awarded funding.

_____ Agency is a registered vendor in good standing with the City of Kansas City, Missouri.

_____ Provide a Certificate of Insurance that show proof of meeting the city's required limits of liability and which includes the City of Kansas City, MO as an additional insured, within 30 days of funding approval.

_____ If NTDF award is greater than $5,000, Agency agrees it will provide the E-verify affidavit and a copy of the MOU.

_____ Agency confirms it is registered and is in good standing with the MO Secretary of State.

_____ Agency acknowledges that the City will not reimburse for expenses after the contract has expired.

_____ Agency agrees to cooperate with City Staff regarding the monitoring and evaluation of the contracted event/activity by providing "full access" to the project site, at no cost to City Staff, for the purposes of contract compliance.

_____ Agency agrees to incur and request reimbursement for all approved expenses and submit a final report no later than 90 days after completion of the project.

_____ Include the Neighborhood Tourist Development Fund logo and credit the Neighborhood Tourist Development Fund in all marketing and advertising, and provide Neighborhood Tourist Development Fund staff with copies.

All information presented in this application and supporting documentation is true and accurate. I understand that failure to comply with these terms and those required under any contract for Neighborhood Tourist Development Fund funding will result in forfeiture of funds for this project and may result in ineligibility for future projects.

Applicant's signature _____

Applicant's title _____

☐ I agree to the terms listed above

Date *(auto-time stamp –example:* 8/1/2015 12:00 AM*)*