



# Neighborhood Tourist Development Fund Guidelines

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**Driving Tourism for Kansas City**

*The City of Kansas City, Missouri's annual grant program to support events that foster tourism in neighborhoods throughout the City.*



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## 1. Purpose

The purpose of the Neighborhood Tourist Development Fund (NTDF) is to promote Kansas City's neighborhoods “through cultural, social, ethnic, historic, educational and recreational activities, in conjunction with promoting such city [Kansas City] as an international trade, convention, visitor and tourist center.” [Mo. Rev. Stat. § 92.336](#)

In 1989, Missouri General Assembly passed legislation authorizing local governments to submit a convention and tourism tax for voter approval. Part of this legislation requires at least ten percent of the proceeds to be allocated to the Neighborhood Tourist Development Fund to support local events aimed at increasing tourism. Kansas City voters approved the creation of this tax, and in 1995, the City Council passed an ordinance establishing the rules and guidelines for the NTFD program in Kansas City, MO. [NTDF Code of Ordinances](#)

## 2. Timeline

The NTFD 2026-27 Annual Application Cycle awards grant monies for events that take place from May 1, 2026 through April 30, 2027.

The NTFD application opens Monday, December 8, 2025 at 8:00 AM and closes Friday, January 16, 2026 at 5:00 PM.

The NTDF program awards are funded through an Annual Application Cycle – timeline below – and an optional Mid-Year Application Cycle. NTDF is required to hold an Annual Cycle, while the Mid-Year Application Cycle is optional; it is only held if adequate funding is available and the NTDF Committee elects to do so. It is not recommended to delay any event applications to wait for a Mid-Year Cycle.

The NTDF cycles run concurrently with the City’s fiscal year.

The Annual Application Cycle is for events taking place from May 1 through April 30.

If a Mid-Year Cycle is held, it would be for events taking place from November 1 of the current year through April 30 of the following year.

The NTDF 2026-27 Annual Application Cycle Timeline:

- December 8, 2025 ..... Applications and New Organization Registrations Open at 8:00 am
- December 10, 2025 ..... Application training webinar
- January 5, 2026 ..... Application training webinar
- January 9, 2026 ..... New Organization Registrations close at 5:00 pm
- January 16, 2026 ..... Applications close at 5:00 pm
- January/February 2026 ..... NTDF Staff review for eligibility
- February/March 2026 ..... NTDF Committee review and recommend awards
- Late March 2026 ..... City Council approval
- Early April 2026 ..... NTDF Award Notifications emailed
- Mid-April 2026 ..... Contract processing begins for NTDF awarded events
- May 1, 2026 through April 30, 2027 NTDF-awarded events are held

### 3. Eligibility and Proposals

Applicants are the organizations applying for NTDF awards and the related events they are submitting. Eligible applicants that can be considered for NTDF awards are as follows:

#### Organizations

Eligible:

- Applicants must be not-for-profit organizations incorporated in Missouri, in good standing with the state; and recognized as a not-for-profit and in good standing with the IRS.
- Applicants must demonstrate that they encourage broad based citizen input and participation. This fund is intended to assist groups and events as defined below, as well as umbrella organizations and development corporations which meet these same state and local requirements.

- Applicants 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.
- Applicants must be located by physical address in the city limits of Kansas City, MO.

Eligibility Verification:

- EIN (Employer Identification Number) checked through the IRS Tax Exempt Organization Search, plus form 990 filings
- Certificate of Good Standing as a not-for-profit organization with the Secretary of State for the State of Missouri

Ineligible:

- Foundations
- Trusts
- Political subdivisions of the state of Missouri

**Events**

Eligible:

- Must take place within city limits and should have appeal to local residents as well as to tourists;
- 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;
- Capital projects may be considered if such projects are consistent with all other guidelines herein, and if funding for the planning, maintenance, and staffing of the capital projects from sources other than the NTDF are outlined in the applications;
- Preferred Events:
  - Applications that include advertising are encouraged. Such advertising may take the form of brochures, advertisements in travel literature, electronic presentations, social media, etc. All publicity and advertising must include references to the city and credit the Neighborhood Tourist Development Fund as a funding source;
  - Those applications, designed to generate funds, that might alleviate the need for future city subsidies are preferred; and
  - To maximize tourist participation, applications that have been coordinated with the convention and tourism industry are encouraged.

Ineligible:

- Applications for programming that does not clearly appeal or market broadly to local residents, tourists and visitors;
- Applications that reflect or enhance political parties, candidates or political office holders;

- Applications that request funds to supplant operating costs that are currently publicly supported;
- Routine, ongoing activities of neighborhood organizations and home associations;
- Applications that provide for the maintenance of capital projects, including tourist attractions;
- Applications for events/projects that already receive NTDF funding within the same fiscal year;
- Applications for previously completed activities/projects; and
- Applications for programming and/or services of organizations that benefit other cities or regions.

## 4. NTDF Grant Portal

All applications, award agreements, contracts, financial and performance reporting are completed, submitted and stored in the NTDF Portal – an online end-to-end system.

First time NTDF applicants must register on the NTDF Portal to be granted access to the full site and to set up an initial sign on. This is a one-time process. Once registered, returning applications will not need to submit a registration again.

The NTDF Portal opens for new registrations at the same time the application cycle opens and closes one week before applications close.

New registration requests must be reviewed and approved before an organization can start the application process. NTDF staff will reach out by email to the organization’s contact included in the registration request if there are any questions or issues. Once approved, the portal will send an automated email to the same email address to set up a password used to access the NTDF Portal. Only when this process is completed can an organization start the application process.

New registrations are not accepted outside of the application cycles.

### Links to the NTDF Portal

**First time NTDF Portal Users (active only during application cycles):**

If you have not applied for an NTDF Award or registered on the NTDF Portal previously, please use this link to register for the first time: [NTDF Registration](#)

**Returning NTDF Portal Users (always active):**

If you have applied for an NTDF Award since 2023 or already registered on the NTDF Portal, please use this link to log in: [NTDF Login](#)

Training for the various functions of NTDF Portal – Applications and Post Award functions – are offered through live webinars, recordings of webinars and self-guided training. These can be found on the [NTDF Webpage](#) on the [City of Kansas City website](#).

## 5. Application and Budget

A registered organization (see above in [4. NTDF Grant Portal](#) for information on registering) must complete and submit both the Organization Profile and an Event Application to have a complete NTDF grant application.

An Organization Profile must be submitted by the applicant before they can access the Event Application. The Organization Profile will include, but is not limited to:

- The organization’s name, address, and Kansas City Council district.
- Contact information for the Executive Director and Project Director (the person directing the project for which NTDF funds are being requested).
- Mission statement.
- List of officers and board members.
- Number of W-2 paid employees and vehicles registered to the organization.
- Budget for the current year.
- Budget or Profit and Loss Statement for prior years if applicable.

As part of the Event Application, the applicant must include a project narrative of the event and a proposed budget – revenue and expenditures – for the entire event.

Applicants seeking NTDF funding must meet the requirements listed in section [3. Applicants](#).

The event narrative required will include, but is not limited to:

- Event name, location, and Kansas City Council district
- Date(s) of the event
- Description of the event and function – cultural, educational, ethnic, historic, recreation, and/or social.
- Type of admission.
- Planning and impact information, including projected total audience and tourists.
- Marketing and promotional information

The event budget must include:

- All planned sources of revenue including the requested NTDF funds.
  - Include ticket sales, merchandise sales, donations, sponsorships, etc.
- All planned expenditures for the support of the event.
  - Refer to section [8. Expenses, Reimbursement and Performance Reporting](#) for allowable expenses that can be planned for NTDF reimbursement.

\*Update to application requirements effective Sept. 11, 2025, by the NTDF Committee:

To ensure more efficient and equitable use of NTDF funds, the following limitations are placed on future NTDF applications beginning with the 2026-27 Annual Application Cycle:

1. An organization may submit only three (3) applications during a fiscal year – annual and mid-year cycles combined. These may be a combination of Single Event or Event Series applications defined as follows:
  - A Single Event Application shall be defined as an application to fund a single event, at a single location, and to take place on a single date.
  - An Event Series Application shall be defined as an application that contains one or more of the following:
    1. Multiple events at the same location or venue;
    2. Multiple events with the same or similar target audiences;
    3. Multiple events with the same or similar format; or
    4. Events which are part of a season ticket or performing series

Organizations that have submitted multiple individual event applications in the past that meet the definition of an Event Series Application encouraged to submit such applications as an Event Series Application.

For example:

- Organization Summer Events
- Annual Performance Series
- Summer/Fall Sports Tournaments

2. Applicants can request a minimum of \$2,500 to a maximum of \$100,000 in grant funding per event.

The NTDF Committee will not consider requests for funding below \$2,500 or greater than \$100,000.

For funding requests under \$2,500 we recommend that you consider applying for funding from the City Manager’s Office Sponsorship. The application is available here: [Organizational Sponsorships](#)

3. Applications must include additional funding sources other than NTDF grant funding to be considered. Applications which request NTDF monies as the only source of event funding or budgets that do not identify additional sources of revenue other than NTDF monies shall not be considered.

For example: sponsorships or donations (cash or in-kind goods and services), other grant funding, tickets sales, merchandise sales, etc.

Additional funding sources should be reflected in the revenue section of the event budget.

## 6. Award Selection

The NTDF grant awards are selected through a two-step process.

Step 1: Event applications are scored by each NTDF Committee member individually.

Depending on the amount of funding requested, applicants are asked to attend an application interview.

- Applications for funds less than \$20,000 will be based solely on the application submitted (no interview).
- Applications for funds of \$20,000 or more will be based on the application submitted and an interview with the committee.

*The interview allows organizations that are submitting an application with a larger financial request an opportunity to introduce themselves to the NTDF Committee. These are often more complex events, and the interview allows space to address any questions and/or issues raised related to the potential large investment from the City.*

*Application interviews are scheduled by NTDF Staff and will take place in February and March.*

Scoring for each application is based on three key areas:

- a. Economic and Neighborhood Impact (55 points), including:
  - i. Tourism Appeal
  - ii. Tourism Promotion
  - iii. Benefit to Community
  - iv. Marketing /Outreach Strategy
- b. Activity/Program Merit and Excellence (25 points), including:
  - i. History of Excellence
  - ii. Evidence of Support
  - iii. Measure of Success
- c. Organizational Capacity (20 points), including:
  - i. Management Capacity
  - ii. Project Budget Feasibility
  - iii. Organization Stability

(For additional detail on the scoring matrix see **Attachment 1**)

An application's average score, combined with available NTDF funding, is used to create an initial estimated award. This is the starting point for Step 2.

Step 2: Event awards are deliberated by the NTDF Committee.

The deliberation process allows the NTDF Committee to discuss and debate the value to all events taken together.

This concludes with the NTDF Committee assigning a final recommended award to each event application. This can range from 0 to 100% of the requested amount. The recommended awards are then prepared as a city ordinance for City Council's review and approval.

Once City Council passes the ordinance authorizing the NTDF Awards funding, the applicants are notified of award status and amount by NTDF Staff via email. Included in the award announcement is important training on grant agreements and requirements, explained in Section 7.

## 7. Grant Agreement

When an NTFD Award is granted, the awardee must enter into a contract with the City of Kansas City before the event takes place to receive award funds. The contract consists of the following:

- [NTDF Terms and Conditions](#)
- [Procurement Terms and Conditions](#)
- Civil Rights and Equal Opportunity Department Civil Rights and Wage Assurances\*
- Organization Profile (submitted as part of the application)
- Event Application as the statement of work for the contract
- Contract Support Documents (submitted for each awarded event)

[Contract Support Documents](#) will be submitted by the awardee via the NTFD Portal. The required documents differ by the amount of the award and are explained below.

Required for all awards:

- Certificate of Good Standing from the MO Secretary of State's Office, dated within 2 years of contract.  
[Certificate of Good Standing Example](#)
- Certificate of Insurance (see details below).
- An updated Scope of Work and revised Event Budget  
\*This is required if the grant award amount is different than the amount requested in the application

Required for awards of \$5,000 or more, the items above, plus:

- E-Verify Memorandum of Understanding (MOU)\*\* [\(sample\)](#)  
MOU can be completed [online at the E-Verify website](#)
- [Employee Eligibility Verification Affidavit \(Employee Affidavit\)\\*\\*](#)

Also available to download on the NTFD Portal Contract Documents submission page. Must be notarized.

\*\*E-Verify documentation is required whether an organization has employees or not.

Certificate of Insurance requirements:

- Commercial General Liability Insurance: with limits of \$1,000,000 per occurrence and \$2,000,000 aggregate, written on an "occurrence" basis.
- Workers' Compensation Insurance: as required by statute including Employers Liability \$100,000 accident with limits of \$500,000 disease-policy limit; \$100,000 disease-each employee.\*
- Commercial Automobile Liability Insurance: with a limit of \$1,000,000 per occurrence, covering owned, hired, and non-owned automobiles. Coverage provided shall be on an "any auto" basis and written on an "occurrence" basis. \*\*
- Must include "City of Kansas City Missouri, 414 E. 12<sup>th</sup> Street, Kansas City, MO 64106" as an additional insured on the policy.

- Must be submitted on the Acord form ([sample](#)).
- \*Required if an organization has 5 or more paid W2 employees.
- \*\*Required if there are any vehicles registered in an organization's name.

Contract documents are due within 120 days of award announcement. If an awarded organization does not submit their contract documents before the start date of their event, the City is unable to contract with the organization, and the grant award is considered forfeited. It is recommended to comply with the contract process in a timely manner after awards are announced in order to secure the NTDF award.

All City contracts require the contracting organization to become a registered supplier with the City of Kansas City. If an organization has not yet contracted with the City, or there is no active supplier profile for that organization, NTDF staff will initiate the supplier registration process as needed.

## 8. Expenses, Reimbursement, and Performance Reporting

The NTDF grant awards are reimbursable funding. Grant funds are paid out after the completion of the awarded event. This is accomplished by completing and submitting a Final Report that includes proof of paid expenses for the event.

In cases where funds are needed prior to an event for deposits, etc., an advance payment up to 50% of the awards may be requested. Advance payment requests may be submitted up to 14 days before to the awarded event end date.

For NTDF Awards, the Performance and Financial Reporting required is combined into a Final Report of the awarded event. If the NTDF Award is greater than \$20,000, the Final Report needs to be reviewed and approved by a certified public accountant or an equivalent internal or external officer.

Completion and submission of the Final Report through the NTDF Portal is required to receive the award funds. The Final Report is available for submission starting the day after the end date of the event or event series.

Once the Final Report is submitted, NTDF staff will review the report and request any necessary edits or additional information as needed. If numerous edits are required, staff may schedule a meeting with the awarded organization to review and complete the submission. After staff review and approval, the Final Report is processed for payment within 30 days.

If the Final Report is not submitted within 90 days after the end date of the event, it is considered past due. Past due Final Reports will not be accepted, and the related award funds will be forfeited. In addition, the awarded organization will be ineligible to apply for NTDF Awards for one year.

The NTDF Portal will start sending reminders to submit the Final Report the day after the event. The reminders are emailed to the address on file as the registered Sign On for the organization.

The reminders consist of:

1. Due in 90 days reminder
2. Due in 60 days reminder
3. Due in 30 days reminder
4. Due in 7 days reminder
5. Past Due notice

The Final Report consists of narratives of how the event was executed versus how it was proposed in the event application. This will include:

- Were the original goals for the event met, exceeded or not met, and why.
- What circumstances may have impacted the event – weather, availability of the venue, availability of an artist or speaker, etc.
- What will be done in the future to improve event performance.
- Actual attendance and tourist numbers with breakdowns.
- Actual revenue and expenses for the entire event.

- This includes a breakout of the expenses or portions of expenses that are being submitted to NTDF reimbursement.

These expenses require proof of payment, including:

- Paid invoice or receipt
- Unpaid invoice and a credit card receipt, cancelled check or bank statement showing expenses was paid
- Credit Card receipt showing item(s) or service(s) purchased
- Cash/Electronic cash (venmo, cashapp) payments require signed receipt slips or a ledger signed by payee

Ineligible and Eligible expenses for reimbursement through NTDF are listed below.

**Eligible expenses.**

- a. Postage.
- b. Entertainment.\*
- c. Printing.
- d. Permits.
- e. Security.
- f. Equipment rental.
- g. Facility rental.
- h. Advertising.
- i. Office supplies.
- j. Long distance calls.
- k. Costume rental.
- l. Catering.
- m. Insurance.
- n. Promotional material.
- o. Exhibit rentals.
- p. Minor equipment with prior approval.
- q. Publicity.

r. Certified public accountant.\*\*

### **Ineligible expenses.**

- a. Utility installation/service.
- b. Equipment purchases.
- c. Cash awards.
- d. Rental of office space.
- e. Expenses for services/goods where an "arm's length relationship" does not exist between the contractor and the vendor.
- f. Gasoline purchases.
- g. Salaries/stipends.
- h. Travel expenses for not-for profit corporation's staff or members.
- i. Consultants/planners (directors, technicians).
- j. Permits, licenses or expenses for alcoholic beverages.

\*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.

\*\* 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).

## **9. Grant Expectations**

### **Acknowledgements**

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 acknowledgment of support or reserve the right not to promote the activity.

\*The word "event", "program", or "concert" may be used in place of "program"

### **Calendar updates**

Organizations are expected to enter and submit NTDF Calendar entries for each of their events. The submissions will be reviewed and approved by NTDF staff.

The NTDF Calendar is public-facing and promotes the NTDF Awarded events on the City of Kansas City's website.

## **Modifications to Event(s) or Project(s)**

It is expected that the organization will keep NTDF updated when issues are encountered that impact the event including:

- Date changed
- Location change
- Talent change – including performers, artist, speakers, etc.
- Change in the content or focus of the event
- The need to cancel the event

These updates should be emailed to [NTDF@kcmo.org](mailto:NTDF@kcmo.org)

Changes not communicated in a timely manner may impact the current year's award for the event and/or the organization's eligibility to apply for NTDF awards in future award cycles. Changes must be communicated prior to the event to follow the terms and conditions of the NTDF grant award.

Awarded organizations are also responsible for notifying NTDF Staff of any applicable organizational changes, such as moving offices, change in organization contact persons, or change in email or telephone contacts.

## **10. Questions and Additional Information**

If after reviewing this entire grant packet you have questions or need additional information, please reach out via email to [NTDF@kcmo.org](mailto:NTDF@kcmo.org)

# ATTACHMENT 1

## NTDF Committee Evaluation Criteria

### ECONOMIC & NEIGHBORHOOD IMPACT (55 POINTS)

<b>1. Tourism Appeal:</b> Does the proposal appeal to residents and tourist to actively participate in Kansas City neighborhoods? Will the activity attract visitors and build new audiences?	0-15 pts
<b>2. Tourism Promotion:</b> 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?	0-15 pts
<b>3. Benefit to Community:</b> Will the activity have a measurable and positive impact to the neighborhood? Will the activity have a benefit (short term or long term) to the community?	0-15 pts
<b>4. Marketing/Outreach Strategy:</b> Does the applicant propose to market the event broadly and/or collaborate with other programmatic organizations and with the hospitality industry?	0-10 pts

### ACTIVITY/PROGRAM MERIT AND EXCELLENCE (25 POINTS)

<b>1. History of Excellence:</b> Does the proposed activity/program have a history of success? If a first-time activity, does it have a high probability of success?	0-10 pts
<b>2. Evidence of Support:</b> Does the activity evidence a high degree of partnerships, including volunteers, corporate, business, civic, and/or evidence of neighborhood and community support?	0-10 pts
<b>3. Measure of Success:</b> Does the organization conduct ongoing planning and program evaluations with appropriate use of tools to measure program/activity success or effectiveness?	0-5 pts

### ORGANIZATIONAL CAPACITY (20 POINTS)

<b>1. History of Excellence:</b> 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?	0-10 pts
<b>2. Project Budget Feasibility:</b> 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?	0-5 pts
<b>3. Organizational Stability:</b> Does the organization demonstrate a history of financial health and stability?	0-5 pts