

FY2025-26 Annual Cycle NTDF Committee Award Recommendations

Ordinance 250278



April 15, 2025

Prepared for:

Kansas City – City Council



Purpose

The Neighborhood Tourist Development Fund (NTDF) program provides support to non-profit organizations to help promote Kansas City's distinct and diverse neighborhoods through cultural, social, ethnic, historic, educational and recreational activities in conjunction with promoting Kansas City as an international trade, convention, visitor and tourist center

NTDF Process

Organizations Submit Applications ✓

Staff Review and Prepare Applications
for NTDF Committee ✓

NTDF Committee Reviews
Applications, Interviews Applicants
and Deliberates Awards ✓

Council Ordinance Prepared
and Submitted

Staff Contracts with Awardees

Events Take Place

Fiscal Overview

• FY 2024-25 Roll-forward	\$ 1,284,302.00
• FY 2025-26 Submitted Budget	\$ 2,902,204.00
• Less 30% CMO FY26 Sponsorships & Big Events	(\$ 928,236.00)
• Less NTDF Administrative and Portal costs.....	(\$ 34,940.00)
• Net available funds	\$ 3,223,330.00

- The NTDF Committee awarded \$3,223,310.00 for the FY2025-26 Annual Award Cycle, leaving \$20.00

Application Evaluations

- 336 Eligible Event Applications from 166 Organizations were submitted.
- NTDF Committee conducted virtual interviews for 218 event applicants on Tuesday, Feb. 18 – 9:00am to 4:30pm, Thursday, Feb. 20 – 9:00am to 1:00pm, Friday, Feb. 21 – 9:00am to 4:30pm, Monday, Mar. 3 – 9:00am to 4:30 pm and Tuesday Mar. 4 – 9:00am to 4:30pm.
- 117 event applications were evaluated without an interview. This included any applications with a request of \$10,000 and under.
- The Committee scored applicants using the established rubric
- The Portal then calculated awards using an established matrix based on available funds vs application requests, factoring in scores of application strength. The represented a starting point for deliberations.
- NTDF Committee held virtual deliberations on Thursday, Mar. 25 – 9:00am to 4:30 pm. And met in-person on Wednesday, Mar. 12 – 11:00am to 1:00pm – to conclude the deliberations, voting to award 331 of the events.

Summary of Awards by District

Council District	Applications	Recommended For Awards	Estimated Audience	Total Requested	Total Awards
1	2	2	35,275	\$60,000	\$25,460
2	3	3	3,500	\$35,000	\$16,900
3	109	106	272,315	\$2,299,022	\$767,570
4	152	150	1,949,562	\$4,408,335	\$1,642,740
5	23	23	802,850	\$573,658	\$234,820
6	22	22	98,995	\$659,159	\$203,510
Multi	25	25	1,111,380	\$1,048,775	\$332,310
	336	331	4,273,877	\$9,083,949	\$3,223,310

35% of Total Requested Amount was Awarded

Summary

- 331 Events Recommended for Awards
5 not recommended so funds could be focused on other events from the same organizations
- \$ 3,223,310 Awarded
35% of the total requested amount
- 4,272,177 Estimated Audience
For awarded events

Multi District Breakdown

Council District	Applications	Recommended For Awards	Estimated Audience	Total Requested	Total Awards
1, 2, 3, 4, 5, 6	2	2	1,001,200	\$90,000	\$36,780
3, 4	4	4	7,450	\$320,000	\$50,800
3, 4, 5	1	1	2,500	\$15,000	\$6,270
3, 4, 6	3	3	13,630	\$130,000	\$50,210
3, 4, 5, 6	5	5	30,950	\$157,775	\$61,570
3, 5	1	1	3,000	\$7,500	\$2,460
4, 6	9	9	52,650	\$328,500	\$124,220
	25	25	1,111,380	\$1,048,775	\$332,310