

COUNCIL GROVE AREA FOUNDATION

APPLICATION FOR GRANT

Organization Name – *Kanza Rail-Trails Conservancy – Rush The Rails Finish Line Celebration*

Address - *260 Fairway Drive, Council Grove, KS, 66846*

Contact Person's Name – *Deidre Knight*

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Is this organization tax-exempt? - *Yes*

Project Title and Brief Description *Rush the Rails*

Rush the Rails, a ride and relay race, starting in Osawatomie and ending in Council Grove, will be held yearly in October. In 2017, the event kicked off the official opening of the Flint Hills Trail. We've welcomed hundreds of riders into Council Grove at the finish line for the event each year. Accompanying those riders are their support team and any friends/family who have come to watch participants. The plan is that this will be a yearly event, based on the success of the ride/race thus far.

The Rush the Rails Steering Committee is organized to provide a fun experience for the contestants and supporters in Council Grove. The event gives opportunities for local businesses and residents to participate. Festivities in Council Grove will take place at Neosho Riverwalk Park as riders and runners arrive in Council Grove as they finish Rush the Rails. The finish line will continue to be on the north end of the Neosho Riverwalk Park area. Festival activities in the Neosho Riverwalk Park area encourage participants and their supporters to extend their stay in Council Grove on race day and in future visits to the area.

The goals of the Rush the Rails Steering Committee are:

- to showcase Council Grove to a wide range of tourists as a great place to visit and spur economic development*
- promote the trail to achieve increased on-going economic opportunities like what the KATY trail has done for Missouri*
- provide health and recreation opportunities for the citizens of Morris County*
- become the largest trail ride/run in the state of Kansas*

Along with other amenities, Rush the Rails Finish Line Celebration will specifically provide:

- entertainment*
- dining opportunities*
- support services for participants*
- advertising of the event*

Geographic Area to be served *Morris County*

Individual Group to be benefited: *Morris County*

Size of Group: *7,500*

Anticipated Project Period: *Oct 7, 2017* to *yearly – recurring event*

Type of Request: **Capital**

Total Project Cost: *\$2,760 for barricade project, \$25,000 for total Rush the Rails event*

Amount Requested from Foundation: \$2,760

Amount and Source of Pledges/Commitments to date \$

- *City of Council Grove - Police, trash removal, support services \$5,000*
- *DK Promotions- Registration, promotion of event, support services, expected to be \$6,000*
- *Council Grove Chamber of Commerce – Marketing and Administrative Support - \$3,500*

Other Funding Sources (and amounts) applied to for this project:

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Council Grove Area Foundation		\$2,760	
City of Council Grove		\$5,000	\$5,000
Kansas Department of Wildlife and Parks		\$3,500	
DK Promotions		\$6,000	\$6,000
John E. Trembly Foundation		\$2,000	
Council Grove/Morris County Chamber of Commerce & Tourism		\$3,500	\$3,500

16. Purpose (What will this project specifically accomplish?)

The mission of the this project is:

Rush the Rails intends to purchase [people barricades](#) for the Rush the Rails Finish Line Celebration. We intend to order green barricades and use the barricades for both Rush the Rails and Grassland Grind (another cycling event in Council Grove.)

17. Need (What are the problems that this project will try to solve?)

Rush the Rails intends to become the largest trail event in Kansas and wants to present the ride/race and Council Grove in the most professional way possible. These people barricades will provide a top tier finish line experience and create recognition in Instagramable moments for participants and their fans.

18. Approach (How do you plan to implement this project?)

We plan to implement this project with donated storage space, and volunteer labor to set up and tear down the barricades for each ride/race.

19. Support (What kind of local support is there for the project?)

Support has already been indicated by the City of Council Grove, Chamber of Commerce & Tourism and leaders of area foundations. The event has been presented to the City Council and gained their approval.

20 & 21.Coordination (Who else in your community is working on this problem? How will you coordinate with them?)

Many individuals and committees in the city are tasked with encouraging economic development. Rush the Rails provides a unique opportunity to coincide with that mission as we will host a diverse set of visitors and public officials in Council Grove and Morris County.

The event will be coordinated with the community through regular updates and frequent transfer of information.

22.Our Funds (How will our grant, if awarded, be used?)

Funds will be used to implement the project.

22.Additional Information (Is there additional information which you would like for us to consider in considering this application?)

Council Grove holds a unique position in the future of The Flint Hills region as it continues to grow and prosper. Rush the Rails will continue bring thousands of individuals who may or may not have experienced The Flint Hills Life to Council Grove and Morris County. This event provides an opportunity for Morris County to take advantage of significant exposure to visitors on a global scale. The state of Kansas has committed to the success and promotion of the Flint Hills Trail and we hope that Council Grove and Morris County can reap substantial rewards from this commitment.