

FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION

Funding Request Format

Please Include the Following:

1. Name of organization or event & Tax ID #.
2. Contact person with complete address and phone number.
3. Purpose of the event (Proposed use of funds generated by organization or event); Status of the sponsor (incorporated, non-profit, etc.)
4. Period of operation or event date.
5. Location or event site.
6. Background and history.
7. Expected visitor draw (radius/mileage). Include prior year visitor count.
8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?
9. Marketing Plan: Advertising, public relations, sales.
10. Anticipated media exposure.
11. Marketing plan budgets: Advertising, public relations, sales; include prior year budget and expenditures (all funding sources).
12. Funding request: State specific purpose and amount.
13. Describe how this request meets the criteria of uses of A&P funds.
14. Provide Full Financial disclosure of all revenues and expenses. A certification disclosure form will be executed by applicants governing body. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding for the special event. Please provide one copy!

- \$ Requests should be typewritten in the Funding Request format.
- \$ Provide one copy of application and 10 copies of substantiating materials.
- \$ Requests should be submitted on the first day of April or October
- \$ Submit requests to:

ADVERTISING & PROMOTION COMMISSION

15 W. Mountain St.
P.O. Box 4157
Fayetteville AR 72702 4157
(479) 587-9944

It is the burden of the presenters to show how their request meets criteria of uses of A&P funds.

It is not the A&P Commission's intent to fund requests that could be funded by the requesting organization.

FUNDING REQUESTS

1. Funding for annual events and for amounts larger than \$2,000.00 will be received in April and in October. Requests are reviewed by the Commission only twice each year for budgeting purposes.
2. Requests for funding will be reviewed by the A&P Executive Director and a recommendation will be made. The request will then be presented to the Funding Subcommittee who will make a recommendation to the A & P Commission.
3. Paid invoices should be submitted to the Executive Director. A check will be issued directly to the requestor.
4. A & P funds shall be used as seed money and should not be considered for long term funding of special events, tourist-oriented facilities or festivals.

Legislation created the A & P Commission with the passage of the HMR tax in Fayetteville. In 1993, the state legislature changed the make-up of the Commission to include: 4 hotel, motel or restaurant owners or managers, 2 members of the city council, and 1 member from the public at-large.

The Commission is the body that determines the use of the Advertising and Promotion fund.

All HMR funds **shall** be used:

- 1) for advertising and promoting the city and its environs
- 2) for the construction, reconstruction, equipment, improvement, maintenance, repair and operation of a convention center
- 3) for the operation of tourist promotion facilities in the city.

HMR fund **can** be used for:

- 1) for funding the arts
- 2) for operation of tourist-oriented facilities (theme parks and family entertainment facilities)
- 3) for construction, reconstruction, repair, maintenance, improvement, equipping and operation of public recreation facilities and for the payment of bonds.

Taxes **shall not** be used for::

- 1) General capital improvements within the city
- 2) Costs associated with general operation of the city
- 3) General subsidy of any civic group or chamber of commerce.

The A & P Commission **may**:

- 1) Engage such personnel and agencies necessary to conduct its business
- 2) Contract with any group to provide actual services that are connected with tourism events or conventions.



FUNDING REQUEST GUIDELINES

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