



Fayetteville A&P Commission

FUNDING REQUEST GUIDELINES AND FORMAT

INTRODUCTION

The primary goal of the A & P Commission is to effectively manage public dollars to increase tourism and economic impact for the City of Fayetteville. The Commission is the body that determines the use of the Advertising and Promotion fund.

Requests for support and/or funding for annual events and for amounts larger than \$2,000 should be submitted to the Executive Director on October 1 (for the following year) or April 1. Requests are reviewed by the Commission only twice each year for budgeting purposes. The October requests are for the following year, the April requests are for the current year. An event/festival/project will only be funded once a year. If an event/festival/project receives or does not receive funding in October (for following year), the organization cannot request funding for the same event in April.

When considering request for support, the impact on the City of Fayetteville should include one or more of the following:

- Attraction of visitors and/or overnight guests
- Economic impact (local spending)
- Potential for repeat business and return visitors
- Improvement of the city's hospitality and overall public image

It is the responsibility of the requestor to show how request for funding meets the criteria of uses for A & P funds (see Funding criteria below)

A & P funds should be used as seed money and should not be considered for long term funding of special events, tourist-oriented facilities or festivals. New festivals and special events are encouraged to apply for funding. Commission support of an annual event will under no circumstances obligate the Commission to continued support for the event in subsequent years. Organizations should not assume nor budget Commission support annually. The Commission will sunset funding after three years. After receiving money for three years, events will be moved to an "Exceptions List" if the Commissioners so choose. Requests from entities on this list will be discussed separately by the Commission.

It is not the intent of the Commission to fund requests that could be funded by the requesting organization.

Organizational bankruptcies or event deficits will not be covered by A & P funds. The Commission will not "bail out" events that incur losses. It is the sole responsibility of the requesting organization to properly plan their event and manage funds in a manner that demonstrates both fiscal accountability and management responsibility.

FUNDING REQUEST FORMAT

Requests should be typewritten and be no longer than 4 pages (one side only). One copy of the funding request should be submitted along with one copy of the annual budget.

1. Name of organization/event, tax status and tax identification number.
2. Contact person with complete address, phone number and e-mail address
3. Purpose of event and proposed use of funds generated by organization/event
4. Period of operation or event date
5. Location or event site
6. Brief background of organization and history of event
7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.
8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?
9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure
10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)
11. Funding request: State specific amount requested and what funds will be used for
12. Describe how this request meets the criteria of uses of A & P funds
13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes ____ No _____. If yes, what is your estimate of
 - Number of visitors to Fayetteville _____
 - Number of visitors to Washington County _____
 - Number of visitors outside a 100 mile radius of Fayetteville _____
14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?
15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.
16. Describe how event will be altered if A & P funding is not secured.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.).
18. Provide full financial disclosure of all revenues and expenses of the special event. Full financial disclosure of the requesting organization's regular annual budget will be made available upon request.

Requests should be submitted to: Marilyn Heifner, Executive Director
Fayetteville Advertising and Promotion Commission
P. O. Box 4157
Fayetteville, AR 72702-4157
Phone: 479-587-9944; E-Mail: Mheifner@twncenter.com

Fayetteville A & P logo must be used on all printing and advertising materials related to your event when A & P funding is used.

EVENT FOLLOW-UP REQUIREMENTS

The organization receiving Commission funding or promotion support will provide, within 30 days after the end of the event a financial report, a survey/evaluation of the event with recommendations for improvements and expansions for future events and a disclosure of other funding sources who participated by underwriting the event. All materials will be subject to the Freedom of Information Act.

FUNDING CRITERIA

All HMR funds shall be used:

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

HMR funds 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) Cost 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.