



Fayetteville Visitors Bureau  
21 S. Block Ave.  
Fayetteville, Arkansas 72701

**About the Commission:** The primary goal of the Advertising and Promotion 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.

**Purpose:** 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. The funding program is not designed to cover the entire cost of a project. Funding is available for marketing, advertising and collateral. The Commission does reserve the right to make other considerations.

**Application Process:** Applications must be completed and submitted via email to Executive Director, Kym Hughes. Incomplete forms or other deviations from the application may result in omission from the evaluation process. If more space is needed, please attach additional pages or documents to the application.

Each application must provide the following:

- *Completed Application*
- *Complete Organization Budget and Proposed Marketing/Event Budget*
- *List of Board of Directors, including name, position, business address, phone, fax, and email.*
- *Verification of your non-profit status (Please include IRS Documentation)*

**Application Deadlines:** The two application deadlines are as follows: **April 1 for events in the current year and October 1 for events in the following year.** All applications must be emailed no later than the above dates. Failure to do this will result in omission from the evaluation process.

**Funding:** All applications will be considered, discussed and awarded by the Fayetteville Advertising and Promotion Commission. All funding requests are subject to availability of funds. 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.

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 historically sunsets funding after three years. **ALL FUNDING IS AT THE DISCRETION OF THE COMMISSION.**

**Disbursement:** Invoices are required for disbursement of A & P funds. If the invoices are less than the approved funding amount, all excess funds cannot be used for unapproved items associated with the meeting/event or any overages of the approved funding amounts. A & P Funds DO NOT carry over to the next year or event. The Commission can disburse funds two different ways:

- The Commission can pay invoices but invoices MUST BE made out to meeting/event planner and it must include proof of materials.
- Meeting/Event Planner can pay invoice and submit receipt for reimbursement along with proof of materials.

**Recognition:** Organizations receiving support or funding by the Fayetteville A & P Commission are required to:

- Include the Fayetteville A & P logo in all printed event material.
- Approval of materials with Fayetteville A & P logo is highly recommended
- Include the Fayetteville A & P website, [www.experiencefayetteville.com](http://www.experiencefayetteville.com), and toll free number, 1-800-766-4626, in all correspondence with event participants and promotions.
- If your organization has a website, a visual link to [www.experiencefayetteville.com](http://www.experiencefayetteville.com) must be included. In the event of no website, please include [www.experiencefayetteville.com](http://www.experiencefayetteville.com) in social media pages/posts.

**Meeting/Event Completion:** The meeting/event must be completed by the stated date of the meeting/event and all reimbursement requests shall be submitted to the Fayetteville A & P Commission within 30 days of the completion of the meeting/event and prior to **December 31<sup>st</sup>** of the event year.

All funding awardees must provide a written summary of the meeting/event. This summary should include:

- Number of participants & number of local lodging rooms booked
- Overall economic impact of the meeting/event to the local community
- A financial report, evaluation of the meeting/event and disclosure of other funding sources, and budget vs. actual.

*Failure to submit summary may affect future funding awards.*

**Indemnification:** Organizations agree in writing to indemnify Fayetteville Advertising and Promotion Commission of any liability associated with the organization or event.

**Freedom of Information Act:** The applicant must acknowledge understanding that any support from the Advertising and Promotion Commission is subject to the Freedom of Information Laws as stated in the Arkansas Freedom of Information Handbook.

**PLEASE NOTE FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION MAY REQUEST OR REQUIRE ADDITIONAL INFORMATION FROM FUNDING AWARDEES IF NEEDED.**

*Date of Application:* **September 30, 2016**

*Name of Organization:* (Graduate Project) **Lemke Department of Journalism, University of Arkansas**

*Address:* **116 Kimpel Hall, University of Arkansas**

*City:* **Fayetteville**

*State:* **Arkansas**

*Zip:* **72701**

*Phone:* **(479) 575-3601**

*Year Organization was established:* **1871**

*Meeting / Event Name:* **Virtual Fayetteville**

*Year Established:* **2016**

*Frequency (i.e. semi-annual, etc.):* **Monthly**

*Meeting / Event Director:* **Jonathon Nugent Carlson**

*Phone:* **(479) 442-3668**

*Email:* [jnc04@uark.edu](mailto:jnc04@uark.edu)

*Meeting / Event Start Date:* **12/15/2016**

*Meeting / Event End Date:* **12/15/2017**

*Meeting / Event Location:* **Online via YouTube, Facebook, & Twitter.**

*Funds Requested:* **\$4,954.06**

*Will this funding decide the meeting / event location?* **No.**

*Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary*

Virtual Reality Filmmaking (which may be known by many names: 360 Video, Panoramic Video, or ODV/ Omnidirectional Video) may become the perfect media with which to showcase and advertise places, as they provide the viewer with a sense of “presence”, which has done well for the Real Estate and Hotel industries through “Virtual Tours”. Virtual Fayetteville is intended to be a monthly “day & date release event” for twelve (12) filmed 360 Video vignettes (between three and five minutes each), to promote the City of Fayetteville, featuring events sponsored by the A & P commission, local businesses, locations of note, and other topics as needed. 360 Video is currently viewable on Facebook and YouTube, two of the largest social media platforms available. Each 360 Video is playable on desktop computers, while using mobile devices, and also viewable in both Google Cardboard and the Oculus Rift. This project will deliver these twelve vignettes on the 15<sup>th</sup> of each month from December 15, 2016 to December 15, 2017. Additionally, this project aims to produce a short documentary travelogue film in 360 Video for a potential Master’s Thesis project, to be delivered in the fall of 2017.

The applied-for funding will be used to cover the purchase of six (6) GoPro Hero 4K cameras (\$349.99 each), Autopano panoramic stitching software (\$446.18 with student discount), and a run of promotionally branded Google Cardboard sets (@ \$2.00 ea.). These will be used along with two mounting rigs we have already acquired that allow all six cameras to capture video in an omnidirectional sphere around the rig. One of our mounting rigs allows videography in and around water (with the GoPro cameras sealed inside waterproof cases). Once the footage is stitched together into a continual sphere with Autopano (YouTube’s recommended software), the vignettes can be edited and published much like any other kind of video presentation. The viewer is able to move the image in any direction with a mouse or keypad while on a desktop computer; mobile platforms allow the viewer to tilt and move the screen in any direction to change the view; Google Cardboard and Oculus Rift viewers can see the video experience in full virtual reality.

Please refer to attached documentation for more information on the technical background and workflow of 360 Video, previous research behind VR Travelogue Documentary, and a comprehensive budget estimate, with currently attached project members and SME advisors.

*How many people outside of Fayetteville will be exposed to your project and how will you do that?*

As Facebook and YouTube have both placed a great deal of resources behind this new format, these twelve vignettes will feature prominently on both platforms globally when shared. Additionally, there is no special software for users to download, and both uploading and sharing 360 Video is free; as with all other social media, 360 content reaches all existing social media currently employed by the Fayetteville Visitor's Bureau with a simple link via Twitter, Facebook, YouTube, embedded in websites, or even through targeted email. We will coordinate our vignette topics and release linking with all relevant local entities. While the Google Cardboard viewer or better device (such as Oculus Rift or HTC Vive) is necessary to view the 360 Video in "virtual reality", it is not essential; however, to bring the full experience to visitors, we are hoping to deliver at least 1000 "Experience Fayetteville" branded Google Cardboard kits to the Visitor's Bureau to give away at events, in the Visitor's Center, and by request in information packets.

*Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.*

Each vignette will have an explicit mention of the A & P commission with all website and phone information in the production credits, as well as displaying the logo as part of the opening titles. The logo may also appear periodically throughout each video presentation as a watermark or lower-thirds fixture. The custom-branded Google Cardboard viewers will feature the A & P Logo, the City of Fayetteville Logo, and associated website and phone information.

*Is the meeting / event receiving grants from other sources? If so, please indicate from where and how much.*

Presently, the event has only received personal time and funding in the acquisition and research of 360 Video technology. Prospective sources of funding may include the University of Arkansas Department of Journalism, for which this project may culminate in a Master's Thesis towards VR Travelogue as a staple genre in the emerging medium.

*Have you received prior A & P funding? If so, please indicate when and the total amount of each year.*

No.

Please email completed application to:  
Kym Hughes  
Executive Director  
[khughes@experiencefayetteville.com](mailto:khughes@experiencefayetteville.com)

*I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.*

Signature: Jonathan Carba  
Meeting/Event Planner

Date: 9/30/2016