

Complete

### Fayetteville A&P Commission Funding Application

Name of Organization: FPS Bulldog (Basketball) Classic & Fayetteville Hoops Committee

Year organization was established: 2002

Address: \_\_\_\_\_ City: Fayetteville State: AR Zip: 72701

Project Title: Fayetteville HS Bulldog Classic

Year Project was established: 2002 Frequency (i.e. semi-annual, etc.): Annually

Name of Primary Contact/Project Manager: Jeff Koenig - Tournament Director

Phone: 479-263-1121 Email: jefferykoenig@me.com

Project Start Date: Dec 8, 2016 Project End Date: Dec 10, 2016

Project Location: Fayetteville High School Bulldog Arena (Basketball)

Dollar Amount Requested: \$10,000.00

**Give a summary of your event and its target audience. (limit to 2000 words)**

This tournament was initially founded in 2002 as the Lady Bulldog Classic and was held successfully for eleven (11) years until it transformed in 2013 into the Bulldog Classic featuring Men's and Women's 8-team brackets for a total of fourteen (14) out-of-town teams. We were able to do this with the completion of the new FHS arena and auxiliary gyms. Our primary draw is from the four-state regional area. We have drawn visitors/teams from Oklahoma, Missouri, Texas and Tennessee. The target audience is the parents, fans & school officials of the fourteen (14) out-of-town teams chosen to compete in the tournament . Marlo Priest of the Fayetteville CVB has worked with us in recent years in steering visitor room nights to our local hotels. Several hotels and restaurant have benefited from this business in what is usually a slow time of year for their bookings.

**How will these funds be used? (limit to 1000 words)**

A&P funds will be used for appearance fees, team/individual awards & apparel for teams/coaches. The revenues from gate, flow into the FPS (Fayetteville Public Schools) athletic budgets to pay for all normal basketball game expenses such as referees, officials, extra janitorial, extra security, etc. Typically the gate revenues do not cover those expenses. Gate revenue & private donations will assist in covering these costs.

**How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific. (limit to 1000 words)**

We will continue to promote through numerous postings via the FPS & Fayetteville Chamber of Commerce websites, the Bulldog Athletic App, Facebook including postings and "shares" by the tournament committee touching thousands. In all advertising, including the electronic screen scoreboard at FHS gymnasium, we feature Fayetteville A&P as one of the sponsors.

Is the project seeking funding from other sources? If so, please indicate from where and for how much. (limit to 1000 words)

Yes. Corporate and private donations.

Have you received prior A & P funding for this project? If so, please indicate when and the total amount received.

(limit to 1000 words)

Yes.



\$14,000 over a two-year period

If the project is not funded or only partially funded, what impact will this have on the project? Will the event still take place? Will the venue or location change? (limit to 1000 words)

The competitive quality of the teams that attend would seriously be diminished. This fact is directly proportional to the revenue that can be generated by the tournament. Historically, the more financial guarantee we can commit to per team, the better quality we can attract. These financial guarantees dollar for dollar usually translate into (at the very minimum) visiting team HMR expenditures spent in Fayetteville.

It is required that you attach a budget for your proposed project.

Optional: You may attach supporting documents to further communicate your project or idea

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

Jeff Koenig

September 29, 2016

Signature (you may sign digitally by typing in your name)

Date

Please email completed application to:  
fundingrequest@experiencefayetteville.com

All applications must be submitted by 11:59 p.m. on October 1, 2016.  
Upon review, applicants will be contacted regarding next steps.

Final funding decisions will be made and communicated November 21, 2016

## Bulldog Classic Budget 2016

### Debits

Men's Appearance Fees	\$	6,500.00
Girls Appearance Fees	\$	6,500.00
Gate Workers, Officials & Security	\$	7,500.00
Best Sports (Apparel & Trophies)	\$	4,000.00
	\$	<b>24,500.00</b>

### Credits

A & P	\$	10,000.00
Ticket Sales	\$	5,000.00
Corporate & Private Donations	\$	9,500.00
	\$	<b>24,500.00</b>

## **Fayetteville Public Schools**

### **Bulldog Basketball Classic**

#### **Presented By Fayetteville Hoops Committee**

The Bulldog Classic strives to provide a first class regionally and nationally recognized Men's and Women's basketball tournament that results in an at-home tournament opportunity for our basketball athletes and to promote Fayetteville to out-of-town visiting teams during the Lights of the Ozarks. Funds raised go to offset the costs of the tournament, to promote Fayetteville, and any profits go exclusively to support our Men and Women basketball athletic programs.

Our primary draw area is from the four-state area surrounding us. We have also drawn visitors/teams from Texas and Tennessee. The visitors are the sports followers, school officials, and parents of the fourteen (14) out-of-town teams chosen to compete in the tournament. Marlo Priest of the Fayetteville CVB has worked with us in recent years in steering visitor room nights to our local hotels. Several hotels have benefitted from this business in what is usually a slow time of year for their bookings. In addition, there are numerous meals served in our local restaurants for out-of-town teams and guests and our own local tournament attendees.

The Bulldog Classic is first and foremost identified with FPS (Fayetteville Public Schools) and their new state-of-the-art athletic facilities. Because of the scheduling, it is also identified with the Lights of the Ozarks. It can be identified with the University of Arkansas providing numerous opportunities for the visiting athletes to visit the campus and conversely, the U of A basketball coaches to view prospective recruits.

We have in the past and will continue to promote through numerous postings via the FPS and Fayetteville Chamber of Commerce web and Facebook sites and individual postings and "shares" by the tournament committee touching thousands. In all advertising, including the electronic screen scoreboard at FHS gymnasium, we feature Fayetteville A&P as one of the sponsors.

There is no cost associated with our web and Facebook marketing efforts. Our tournament director coordinates the oversight for those activities.

The Bulldog Classic basketball tournament is a three day double elimination event beginning Thursday and ending Saturday, the majority of out-of-town visitors connected to their respective teams will spend two (2) nights with some visitors staying as long as three (3) nights. One example is that the Little Rock teams have stayed at the Marriott Hotel year after year and let their girls "see the sights".

The obvious economic impact is the hotel room nights and the restaurant visits that occur with all associated. Parents of the Mountain Home basketball team have reported that they use their stay in Fayetteville as an opportunity to "do their Christmas shopping"

The Bulldog Classic has a proven track record for repeat business and return visitors dating back to 2002. Each year we add to this success with the inclusion of new teams from other parts of the United States.

Our out-of-town teams have historically given us glowing reviews about FPS (Fayetteville Public Schools) and the City of Fayetteville. To the team, all have wanted to return after their first visit.

We hope the continued growth and success of the tournament will result in a reduction of the financial burden to FPS (Fayetteville Public Schools) to host the tournament and more monies available to share with the Men's and Women's basketball programs.

As stated above, our primary draw area is from the four-state area surrounding us. We have also draw visitors/teams from Texas and Tennessee. The visitors are the sports followers, school officials, and parents of the fourteen (14) out-of-town teams chosen to compete in the tournament. Marlo Priest of the Fayetteville CVB has worked with us in recent years in steering visitor room nights to our local hotels.

Unlike other cities that have high school basketball tournaments in which they get their hotel/motels to provide rooms at no cost, we have been unable to get the same consideration from our hotel/motels. Marlo Priest has done a commendable job in securing reduced rates for our tournament from the hotel/motel folks, but it does not cover the difference needed by the visiting out of town teams. As stated the hotel/motel/restaurant folks benefit financially from this tournament in historically a down time for them in business. Receipt of A&P funding helps us to compete for quality teams and be on more equal funding than other city high school tournaments.

Several hotels have benefitted from this business in what is usually a slow time of year for their bookings. In addition, there are numerous meals served in our local restaurants for out-of-town teams and guests and our local tournament attendees.

We will track room nights with Marlo Priest of CVB and gather comments from attendees. Ultimately our continued success as defined by increasing gate revenue, increasing sponsorship dollars, and the increase in competitive teams we attract will result in a positive economic impact to Fayetteville.