

Eureka Springs City Advertising and Promotion Commission

Guidelines for Funding Support Request Application

Purpose

The Eureka Springs City Advertising & Promotion Commission (CAPC) recognizes that, whenever possible, it should encourage activities that enhance the city and region's appeal as a travel destination. Therefore, a fixed amount of funds and a formal process has been established to assist tourism-related entities with promoting activities, attractions, and special events that result in increased lodging occupancies and fosters local economic impact through tourism.

Submission

Applications should be submitted on the form provided by the CAPC directly to:

CAPC

P O Box 522

Eureka Springs, AR 72632

or delivered to the CAPC office at 121 W. Van Buren, Suite 3B

Submission Deadline

Submission consideration begins in early December of the preceding year for events in the following year. There is no deadline, but events will only be funded as long as the budget for the current year for Funding Support is not depleted. When the funds in the current budget are depleted, there will be no additional funding until the following year.

Eligibility

Festivals, special events, and meetings/conventions are eligible to apply. Special consideration will be given to non-profit events. For-profit events will receive more favorable consideration if there is a payback plan should the event indeed make a profit.

Programs, festivals, or special events having a history of or the potential for attracting out-of-town visitors, either as participants or spectators, generating lodging/restaurant business will receive heavy consideration. Consideration will also be given to events that can generate national, state, or regional exposure for Eureka Springs and the surrounding region.

Guidelines

In accordance with state legislation regarding tourist tax dollars, all funds must be used for promotion and advertising of the event or project. At least 50% of advertising and promotion must take place in areas outside of Eureka Springs and/or Carroll County. This media promotion must be placed in areas at least one-hour driving time from Eureka Springs. This is to ensure that funds will be used to attract visitors who are likely to stay in Eureka Springs paid accommodations for at least one night.

Applications must be submitted each year, and funding in one year does not in any way guarantee funding in future years. Recipients may use allocated funds only for such purposes stated in the approved application unless the Executive Director of the CAPC gives approval in writing.

Events require a minimum one hundred percent (100%) match from the requesting organization with no more than fifty percent (50%) of that match being in-kind contributions. The amount of the contribution is at the sole discretion of the CAPC and will be reviewed on an individual basis and is dependent upon the availability of funds. The CAPC reserves the right to limit the amount of contribution made to a qualified organization.

Any incomplete or insufficient applications will automatically be returned. Corrected applications may be returned to the CAPC, but will receive a new "Receipt Date" assigned by the CAPC.

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The CAPC or its Executive Director will approve or disapprove funding. Once a funding application has been processed the CAPC will notify applicant in writing of their successful or unsuccessful selection for funding and any conditions applied. Please note, in the event a request is turned down, second requests for the same submission period originally requested shall not be accepted since all Commission decisions are final. The request may be re-submitted for the next year.

While the CAPC reserves the right to continue funding for certain events for a longer period, it is the intent of the CAPC that no single, same event be routinely funded for longer than three years.

Public Record

All materials submitted with funding applications will be a matter of public record open to inspection by any citizen of the State of Arkansas under the Freedom of Information Act.

Reports

Within sixty days (60) of the close of the event (or December 31st of the funding year, whichever comes first) a narrative report must be filed with the CAPC giving a full accounting of the use of funds and the required match. Copies of backup invoices and proof of publication/run must be attached to the report to show proof of spending of the funds. Any applicant who receives funding from the CAPC who does not complete and submit this report without being reminded by the CAPC will not be eligible for future funding. This report must include a profit and loss statement for the event.

Receipt of Funds

A written request for approved funds must be submitted to the CAPC Director of Operations not prior to 30 days before the event; likewise to complete the process, requests will not be accepted longer than 90 days after the event. Regardless of the date of submission, the request for funds must contain paid backup media invoices if the funding was for advertising support.

Use of Funds

As indicated above, funding is restricted to the advertising and promotion for the event. At least 50% of advertising and promotion must take place in areas outside Eureka Springs/Carroll County that are at least 1 hours driving time from Eureka Springs.

Funds can be used for:

- Creative Design of Advertisement by sources outside the funded organization
- Printing
- Ad placement in or on: Newspapers, magazines, radio, television, direct mail, outdoor, cable television
- Brochure or program design and printing to be distributed outside the one hour driving radius. At least 50% of the promotional piece must be dedicated to the event
- Event's Internet website development and management (specific only to the event funded). If the event is part of an established website, only expenses related to the updating of information for this event are allowed. The website must be promoted through advertising.
- Brochures must be available at least 45 days prior to the event.

NOTE: All media materials must include the logo of the Eureka Springs City Advertising & Promotion Commission and include the CAPC's 800 telephone number and website address.

Funds CANNOT be used for:

- Expenses incurred before funding approval or after the project is complete.

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- Annual operating expenditures of the organization
- Professional, legal, medical, engineering, accounting, auditing, or other consulting services
- Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event
- Real property
- Capital improvements, including but not limited to new construction, renovation, restoration, and installation or replacement of fixtures
- Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art
- Interest or reduction of deficits or loans
- Prize money, donations, scholarships, awards, plaques or certificates
- Any local travel to and from Eureka Springs or accommodation expenses
- Private entertainment, food or beverages
- Making payments or reimbursements for goods or services purchased for previous or other events
- Other event expenses including but not limited to: facility or tent rental, travel or accommodations for participants, security, food, entertainment, insurance, etc.
- Website development or management for general organizational purposes

Please do not submit these guidelines with your application. We suggest you keep them to use as your event planning goes forward and to have as a reminder to submit the required final report on your event.

Thank You