

# ARKANSAS DEPARTMENT OF PARKS, HERITAGE & TOURISM FESTIVAL ADVERTISING GRANT PROGRAM OVERVIEW

## WHO MAY APPLY?

### Eligible Applicants

The only entities eligible to apply for this grant are:

- Incorporated Cities with a population of less than 10,500
- Counties (on behalf of a community with a population of less than 10,500)

### Ineligible Applicants

The following may not make application for this grant:

- Cities/communities with a population of 10,500 or more
- Chambers of Commerce
- Colleges and Universities
- Convention and Visitors Bureaus
- Regional Tourist Associations
- Other private non-profit corporations, foundations, clubs or organizations
- Any other private entity
- Events that charge entry fees

## HOW MUCH MAY WE APPLY FOR?

Applicants may apply for up to \$5,000 without a required match.

Applicants may apply for up to \$10,000. The first \$5,000 does not require a match. The additional \$5,000 is provided as reimbursable 2/3 matching funds. In-kind contributions cannot be used to meet this match, and other state funds received by a city or county are also not eligible as matching funds.

## WHAT TYPES OF PROJECTS ARE COVERED BY THIS GRANT?

This grant covers advertising expenses (magazine, newspaper, radio, television, online, posters, flyers, or billboards) purchased between **July 1, 2027 and June 30, 2028**.

## WHAT TYPES OF PROJECTS ARE NOT COVERED BY THIS GRANT?

- Festival supplies, clothing, or items that can be used for resale
- Vendor contracts
- Anything that is not advertising

## WHEN IS THE APPLICATION DUE?

The deadline for receipt of applications is **5:00 p.m. on Wednesday, March 31, 2027**. It is the responsibility of the applicant to confirm the email was received.

## HOW TO PREPARE THE APPLICATION

The application can be prepared locally or by consultants. Grant preparation cannot be paid for with grant funds. Tourism staff will be available to assist with any questions about the grant application.

## WHAT TO INCLUDE IN THE APPLICATION

All applications must be submitted on the official form. The following should be submitted:

- Completed official application form,
- Festival operational budget,
- Itemized advertising plan, and
- Statement from the minutes or an administrative order from the governing city or county board approving the grant request and a statement affirming the amount of funds held by or committed for the purchase of said advertising.

**ARKANSAS DEPARTMENT OF PARKS, HERITAGE & TOURISM  
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**HOW TO FILL OUT THE APPLICATION FOR FUNDING FORM**

This form must be completed in full. The directions for completing the form are listed below.

**Section A**

- ☐ List the name of the city or county submitting the application, the mayor/county judge of the city/county, the mailing address, county, phone and fax numbers, and email address.
- ☐ List the population of the city or community as reported in the most recent U.S. census. This information can be found at *www.census.gov*.

**Section B**

- ☐ List the name, date, and location (city or community) of the festival to be funded by the grant.
- ☐ List how many consecutive years the festival has been held.
- ☐ List the previous year's attendance figures and how that number was derived.
- ☐ Briefly explain the following:
  - ☐ the purpose of the festival,
  - ☐ identifiable features of the state or your community that are celebrated or highlighted by the festival,
  - ☐ background of the festival's history,
  - ☐ potential impact of the festival to the community

**Section C**

- ☐ Attach the current festival operational budget.
- ☐ Give a brief overview of the festival's upcoming expenses and funding sources.

**Section D**

- ☐ Attach the current itemized advertising plan for the festival. This plan should include, but not be limited to:
  - ☐ Advertising projects
  - ☐ Advertising markets
  - ☐ Public relations campaigns
- ☐ Indicate if each is in-kind or purchased.
- ☐ Indicate if the festival has received this grant in previous years. If so, list each of the projects funded by this grant and the grant amount received.
- ☐ Indicate if your city/county is applying for this grant for other festivals during this fiscal year. If so, list the festivals in order you prefer them to be funded, with the HIGHEST PRIORITY LISTED FIRST.

**Section E**

- ☐ List the advertising projects the city/county would like to purchase with grant money. Include the amount of each project and the total request.

### **Section F**

The applicant's city mayor/county judge must complete this section, including their signature, printed name, title and the date signed. **A statement of the minutes or administrative order from the governing city or county board approving the matching fund grant request and a statement affirming the amount of funds held by or committed for the project must be attached.**

### **Section G**

For the application preparer, list the person on staff at the city or county who will be acting as the agent between the city or county and the Arkansas Department of Parks, Heritage and Tourism. List the agent's email address, phone number, and mailing address. This should not be the mayor/county judge.

### **WHERE TO SEND THE APPLICATION**

Submit the following items attached in a single email to [tourism.grants@arkansas.gov](mailto:tourism.grants@arkansas.gov).

- Completed official application form,
- Festival operational budget,
- Itemized advertising plan, and
- Statement from the minutes or an administrative order from the governing city or county board approving the grant request and a statement affirming the amount of funds held by or committed for the purchase of said advertising.

### **WHEN WILL THE GRANT AWARDS BE ANNOUNCED?**

Recipients will be notified on or before May 1, 2027. Payment of grant will be subject to appropriation and funding.

**ARKANSAS DEPARTMENT OF PARKS, HERITAGE & TOURISM  
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**APPLICATION FOR FUNDING**

**DEADLINE: March 31, 2027**

**A. APPLICANT**

City/Community: \_\_\_\_\_

Mayor/County Judge: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: Arkansas ZIP Code: \_\_\_\_\_

County: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Population: \_\_\_\_\_ Census Year: \_\_\_\_\_

**B. FESTIVAL**

Festival Name: \_\_\_\_\_

Festival Date(s): \_\_\_\_\_ Give exact dates, not 3<sup>rd</sup> weekend of month, etc.

Location of festival (city or community): \_\_\_\_\_

How many consecutive years has this festival been held? \_\_\_\_\_

Last year's attendance: \_\_\_\_\_ Festival Admission: \$ \_\_\_\_\_

How was this figure derived? \_\_\_\_\_

Purpose of the festival: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is this festival identifiable with an iconic or unique feature of your community or the state?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Provide a brief background of the history of the festival:

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Describe the potential impact of the festival to the overall community.

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### C. FESTIVAL BUDGET

Attach a current operational budget to provide full disclosure of all revenues and expenses of the festival.

Give a brief overview of this year's upcoming festival expenses and funding sources.

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### D. FESTIVAL ADVERTISING

Attach current itemized advertising plan to include, but not be limited to, advertising projects, advertising markets, and public relations. Indicate if in-kind or purchased.

Has this festival received this grant before? \_\_\_\_\_ If yes, indicate when, how much, and for what project(s).

| <i>Project</i> | <i>Amount</i> |
|----------------|---------------|
| _____          | _____         |
| _____          | _____         |
| _____          | _____         |

Is this city/county applying for this grant for other festivals this fiscal year? \_\_\_\_\_

If yes, indicate which festivals and amount of the funding request. List the festivals in the order which you prefer them to be funded – highest priority to lowest priority.

| <i>Festival</i> | <i>Amount</i> |
|-----------------|---------------|
| _____           | _____         |
| _____           | _____         |
| _____           | _____         |

#### E. FUNDING REQUEST

List advertising projects the city/county would like to purchase with grant money. Include the total amount of each project.

| <i>Project</i> | <i>Project Cost</i> |
|----------------|---------------------|
| _____          | _____               |
| _____          | _____               |
| _____          | _____               |
| _____          | _____               |
| _____          | _____               |
| <i>Total:</i>  |                     |

#### F. CERTIFICATION BY CITY MAYOR/COUNTY JUDGE:

"I hereby certify that the information contained on this form and the attached documents is true and correct to the best of my knowledge. I understand that this application will be rated on the basis of the information submitted and that the submission of incorrect data can result in this application being withdrawn from consideration for funding. **Attached is a statement of the minutes or administrative order from the governing city or county board approving the festival advertising grant request and a statement affirming the amount of funds held by or committed for the purchase of said advertising.** Also attached is the festival's operational budget and itemized advertising plan. I understand that payment of grant will be subject to appropriation and funding."

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

#### G. APPLICATION PREPARER

Application Preparer's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: Arkansas ZIP Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

#### H. SUBMIT TO: [tourism.grants@arkansas.gov](mailto:tourism.grants@arkansas.gov)

Questions? 501-682-1088