

**ARKANSAS TUORISM
FESTIVAL ADVERTISING GRANT**

**APPLICATION FOR FUNDING
DEADLINE: March 1, 2022**

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 3rd 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? _____

Is this festival a member of the Arkansas Festivals & Events Association? _____

Has this festival been submitted to the Arkansas.com events calendar this year? _____

Was this festival submitted to the Arkansas.com events calendar in previous years? _____

Purpose of the festival: _____

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

Brief background of the history of the festival:

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

Describe your efforts to include environmentally acceptable and sustainable practices at your festival.

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.

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.

List the advertising projects that were procured for last year's festival. Include the cost of and/or the in-kind value assigned to each project. (Last year's itemized advertising plan and operational budget can be attached in lieu of a written description.)

Project

Amount

Has this festival been supported by advertising from a Regional Tourist Association within the past three (3) years? _____ If yes, indicate when, how much, and for what projects.

<i>Year</i>	<i>Project</i>	<i>Amount</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Will this festival be supported by advertising from a Regional Tourist Association this year? _____
If yes, indicate how much and for what projects.

<i>Project</i>	<i>Amount</i>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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 and the 2/3 amount to be reimbursed by the state. Grant awards will be made in increments of \$50 with the total grant award to not exceed \$2,000.

<i>Project</i>	<i>Total Cost</i>	<i>2/3 amount</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
<i>Total:</i>	_____	_____

F. CERTIFICATION BY 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: _____ Fax: _____

H. SUBMIT TO:

Festival Advertising Grant Application
Arkansas Tourism
Tourism Development Section
1 Capitol Mall, Suite 4A-900
Little Rock, AR 72201

Questions? 501-682-1075