

ARKANSAS 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
- Regional Tourist Associations
- Convention and Visitors Bureaus
- Colleges and Universities
- Other private non-profit corporations, foundations, clubs or organizations
- Any other private entity

HOW MUCH MAY WE APPLY FOR?

Applicants may apply for up to \$2,000 in reimbursable 2/3 matching funds. In-kind contributions are ineligible as a match. Other state funds received by a city or county qualifying or utilizing funds under this program are also ineligible as a match. Grant awards will be made to eligible applicants on the basis of available appropriated funds.

For example, if a city applies for \$2,000 in matching funds, it will be reimbursed for \$2,000 of a \$3,000 advertising bill.

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, 2022 and June 30, 2023**.

WHAT TYPES OF PROJECTS ARE NOT COVERED BY THIS GRANT?

- Festival supplies, clothing, or other 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 Tuesday, March 1, 2022**. All applications must be physically received in the Tourism office by this date. Applications simply postmarked by this date are not acceptable. Applications may be emailed, but they must arrive prior to the deadline. It is the responsibility of the applicant to confirm the email was received.

HOW TO PREPARE THE APPLICATION

The application must be typewritten. The application can be prepared locally or by consultants (grant preparation cannot be paid for with grant funds). The Tourism Development 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.

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.
- ☐ Answer the three yes/no questions.
- ☐ 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
 - ☐ environmentally sustainable practices at the festival

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 campaign
- ☐ Indicate if each is in-kind or purchased
- ☐ List the advertising projects from last year's festival. Include the cost of and/or the in-kind value of each project. This information may be substituted with last year's itemized advertising plan and operational budget.
- ☐ If this festival has been supported by advertising from a Regional Tourist Association in the past three years, list the year, projects, and amount of each project. For example:

2013 Newspaper ads in Dem-Gaz and Courier newspapers \$305

- ☐ If this festival will be supported by advertising from a Regional Tourist Association in the current or upcoming year, list the projects and amount of each project. For example:

2016	Radio ads on KFFB	\$305
2016	Television ads on KARK	\$600

- ☐ 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 if awarded grant funding. Include the total cost of advertising and the 2/3 grant amount. These projects and amounts can be guesstimates. For example:

PROJECT	TOTAL COST	2/3 AMOUNT
Radio advertising for one week	\$300	\$200
Newspaper ads for two weeks	\$600	\$400
Festival posters	\$1,200	\$800
TOTALS:	\$2,100	\$1,400

Section F

The applicant's mayor/county judge must complete this section, including his or her 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 Tourism. List the agent's email address and phone number, fax number, and mailing address. This should not be the mayor/county judge.

WHERE TO SEND THE APPLICATION

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

WHEN WILL THE GRANT AWARDS BE ANNOUNCED?

The executive director of the Tourism will appoint a panel to review and approve qualifications of all grant applications. Recommendations by this panel will be made to the executive director or his/her appointee for the awarding of the grants. Recipients will be notified on or before May 1, 2021. Payment of grant will be subject to appropriation and funding.

REQUEST FOR PAYMENT

Within thirty (30) days of conclusion of the festival or by June 30 (whichever is sooner), the city or county must submit the following:

- 1) A legible Request for Payment Form completed and signed by the grant applicant.
- 2) Copies of itemized invoices reflecting the project, the total cost of the project, and listing the city/county as the purchaser.
- 3) A copy of the **city or county's canceled checks** (front and back) or cashier's check reflecting that payment to the vendor has been made.
- 4) Proof of performance.

HOW TO FILL OUT THE REQUEST FOR PAYMENT FORM

- ☐ This form must be completed and received by Tourism within thirty (30) days of the conclusion of the festival or by June 30 (whichever is sooner).
- ☐ List the name of the city/county as it should appear on the payment voucher from Arkansas Tourism. List the mayor/county judge name – the payment voucher will be sent to this person's attention. List the mailing address, county, and phone number for the city hall or county courthouse. List the e-mail address of the mayor/county judge and/or the application preparer.
- ☐ List the name of the festival advertised with grant funds. List each advertising project, the total cost of the project, and the 2/3 amount being claimed. Total both columns.
- ☐ The mayor/county judge and the application preparer must each sign the form on the lines indicated.
- ☐ For each project, attach an itemized invoice, proof of payment, and proof of performance.

WHAT SERVES AS PROOF OF PERFORMANCE

Every project must have proof of performance. Projects that do not have COMPLETE proof of performance will not be funded. If you have questions, contact the Tourism Development section before submitting the Request for Payment form.

- Newspapers/Magazines – Original tear sheets of the page where the ad was placed. The sheet should have the publication name and issue date on it. If the publication name and issue date are not on the tear sheet, the entire issue must be provided.
- Radio/Television – Performance affidavits signed by the station manager and signed and stamped by a notary. A digital copy of the ad as it ran on the station.
- Billboard – A photo of the ad on the billboard at the location plus the invoice verifying the location and dates of display.
- Poster/Flyer – An original of the poster/flyer.
- Online Ads – A screenshot of the ad as it appears on the site to include the URL. Analytics for the length of the ad run, as provided by the service provider, to include but not be limited to exit links to festival site and page views.
- If an advertising agency is used, the agency invoice made out to the grant recipient (city/county) must also be provided.

QUESTIONS?

Contact anyone in the Tourism Development Section at 501-682-1075.