

# Russellville Advertising and Promotion Commission

## **Tourism Funding Program**

### 1. The Mission

To advertise and promote the City of Russellville and its environs. To increase occupancy, revenues and visitation in Russellville's hotels, restaurants, meeting facilities and businesses.

### 2. CRITERIA

Tourism Funds are available to any organization in Russellville actively marketing their attraction/event to attract out-of-town visitors. Qualifying projects must meet the following criteria:

- To advertise and promote the city and its environs.
- To stimulate economic growth, overnight stays in Russellville lodging properties, restaurant usage and/or generate future tourism development with out-of-town visitors.
- For the construction, reconstruction, equipment, improvement, maintenance, repair and operation for a convention center, or public recreation facilities.
- For funding of arts or operations of arts facilities for tourist-oriented facilities.
- Each applicant must have the ability to track the impact and effectiveness of their project or event.
- Preferences will be given to Russellville facilities, businesses, and organizations.

### 3. Allocation of Tourism Funding

**Tourism Funds are not designed to cover the cost of a project. They may cover for example marketing, advertising and/or postage. A & P funds shall be used as seed money and should not be considered for long term funding of special events, tourist-oriented facilities or festivals.**

**Each applicant shall provide a proposed budget for the project, including planned expenses and revenue.**

### 4. APPLICATION PROCESS

Complete the application and forward the original to Russellville Advertising and Promotion Commission. The application must be completed in full. Incomplete forms or other deviations from the application format may result in omission from the evaluation process. If more space is needed, please attach additional pages or documents to the application. All applications will be considered, discussed and awarded by the Director and the A&P Commission. All funds will be paid from invoices following the return of the summation form. Exceptions will be reviewed and awarded by the A&P Commissioners. **All applications have a minimum of 30 day review period from the first time they are presented at a regular monthly meeting.** All application requests are subject to availability of funds.

### 5. PROJECT/EVENT DEVELOPMENT

The organizations responsible for management of the project/event will be responsible for ensuring the cost of the project/event.

Applicants cannot transfer funds from one specific project/event to a different project. Any deviation from the application must be submitted in writing to the Russellville Advertising and Promotion Commission. The Russellville Advertising and Promotion Commission must be notified in writing as soon as possible if the applicant does not plan to use their funds which have been approved. **The funds will be paid from invoices by the A&P post event!!**. Please submit all paid invoices to the A&P with the summation form. Funds will not exceed awarded amount. Note: If invoices do not total the amount of the funding allocated the monies will be put back into the funding fund for future events.

#### 6. PROJECT/EVENT COMPLETION

Projects/events must be completed by the stated date of the event and all reimbursement requests shall be submitted to the Russellville Advertising and Promotion Commission within 60 days of the completion of the project/event and prior to the December 30 of the event year. Within 30 days of project/event completion, all applicant awardees must provide a written summary of the event including:

- Number of participants; Number of local motel rooms booked
- Overall economic impact of the project/event to the local community
- A financial report, evaluation of event and disclosure of other funding sources
- When applicable a sample of the finished project (brochure, flyer, advertising)

**Future funding will not be allowed for events/projects if this information is not provided.**

#### **Additional Policies:**

##### Indemnification:

Organizations agree in writing to indemnify the Russellville Advertising and Promotion Commission for any liability associated with the organization and/or the event.

##### Annual Support:

The commission support of an annual event will under no circumstances obligate the commission to continued support for the project/event in subsequent years. Organizations should not assume nor budget Commission support annually. The Commission reserves the right to terminate funding or promotional support at any time the Commission deems appropriate.

##### Debts:

Organizations bankruptcies or event deficits will not be covered by A & P monies. The Commission will not "bail out" events that incur losses. It is the sole responsibility of the requesting organization to properly plan their event and manage

their funds in a manner that demonstrates both fiscal accountability and management responsibility.

Recognition:

Organizations receiving support or funding by the Russellville Advertising and Promotion Commission will credit the Commission, by including the Russellville Advertising and Promotion Commission logo, website and telephone number a contact for lodging and tourist information in ALL printed material and all websites with hyperlinks to [www.discoverrussellville.org](http://www.discoverrussellville.org).

Disbursement:

Invoices are required for disbursement of A&P funds. If the invoices are less than approved funding amount all excess funds cannot be used for unapproved items associated with the project/event or any overages of approved funding amounts.

Freedom of Information Act:

Acknowledge understanding that any support received from the Advertising & Promotion Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook.

**Please note Russellville Advertising and Promotion Commission may request or require additional information from grant awardees, if needed.**