



Bentonville Advertising & Promotion Commission Tourism Funding Program

Meetings and Events

This is a government funding program managed by the Bentonville Convention and Visitors Bureau. Organizations awarded funds must follow all A & P Commission guidelines and requirements to receive any and/or all allocated dollars.

- 1. About the Program:** The Bentonville Advertising and Promotion Commission (BAPC) Tourism Funding Program was created to enhance tourism-oriented meetings/events by leveraging community funds with BAPC monies to assist in attracting visitors from outside of Bentonville.
- 2. Purpose:** Tourism Funding is available to organizations that actively market their meeting/event to attract out-of-town visitors to the city of Bentonville.

EXTENT OF PARTICIPATION BY BENTONVILLE ADVERTISING & PROMOTION COMMISSION: The Tourism Funding Program is not designed to cover the entire cost of a project. The funding may cover, for example; marketing, advertising and collateral.

In-kind services provided by the Bentonville Convention and Visitors Bureau include RFP dissemination, site inspections, registration assistance, on site event visitor information, personal welcome committee at airport or event location, welcome address by city leader, marketing collateral for attendee recruitment, web-based room reservation system, off site event support and services.

- 3. Application Process:** Complete the funding application and forward the original to the Bentonville CVB. The application must be completed in full. Incomplete forms or other deviations from the application may result in omission from the evaluation process. If more space is needed, please attach additional pages or documents to the application.

Each applicant must provide the following: a completed application page and a proposed budget for their project. Please include planned expenses, planned revenue and the previous year's actual numbers.

- 4.** The three application deadlines are as follows: **March 1st**, **July 1st** and **October 1st** of the preceding year. All applications must be postmarked or delivered no later than the above dates.

All tourism funding applications will be considered, discussed and awarded by the BAPC with guidance from BVCB staff. The application must bear the signature of the meeting/event planner and another pertinent person involved with the project. **Two signatures are required.** All funds will be paid from invoices following the return of the summation form. All funding requests are subject to availability of funds.

- 5. Meeting/Event Development:** The organizations responsible for management of the meeting/event will be responsible for ensuring that the cost of the meeting/event is competitive. Applicants cannot transfer funds from one specific funding request to that of another. Any deviation from the funding request must be submitted in written form to the BAPC. The BAPC must be notified in writing as soon as possible if the applicant does not plan to use approved funds. Funds will not exceed awarded amount. Note: If invoices do not total the amount of funding allocated the monies will be put back into BAPC funds for future events.
- 6. Meeting/Event Completion:** The meeting/event must be completed by the stated date of the meeting/event and all reimbursement requests shall be submitted to the BAPC within 30 days of the completion of the meeting/event and prior to **December 30th** of the event year.

All funding awardees must provide a written summary of the meeting/event. This summary should include:

- Number of participants & number of local lodging rooms booked
- Overall economic impact of the meeting/event to the local community
- A financial report, evaluation of the meeting/event and disclosure of other funding sources, and budget vs. actual
- When applicable, a sample of the finished meeting/event brochure, flyer, and advertising

Future funding will not be allowed for meeting/event if this information is not provided.

Your meeting/event must meet or exceed your proposed economic impact in order to receive the full amount of awarded funds. Should your event produce a lesser economic impact, funding will be awarded according to the chart below.

Percentage of Actual Rooms Booked Compared to Proposed Rooms	Percentage of Funding to be Awarded
100% -75%	100%
74% -50%	75%
49-25%	50%
24% -0%	25%

It is the responsibility of the meeting/event planner to provide documentation from hotels of the number of booked rooms

Failure to meet proposed numbers for meeting/event may affect future funding awards.

Additional Policies:

7. **Indemnification:** Organizations agree in writing to indemnify the Bentonville Advertising and Promotion Commission and the Bentonville Convention and Visitors Bureau of any liability associated with the organization or event.
8. **Annual Support:** The commission support of an annual meeting/event will under no circumstances obligate the Commission to continue support for the meeting/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.
9. **Debts:** Organizational bankruptcies or event deficits will not be covered by A & P funds. The Commission will not “bail out” meetings/events that incur losses. It is the sole responsibility of the requesting organization to properly plan their meeting/event and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility.
10. **Recognition:** Organizations receiving support or funding by Bentonville A & P Commission are required to:
 - Include the Bentonville CVB logo in all printed event material.
 - Include the Bentonville CVB website, www.bentonville.org, and toll free number, 1-800-410-2535, in all correspondence with event participants and promotions.
 - If your organization has a website, a visual link to www.bentonville.org must be included.
 - If your meeting/event accepts pre-registered participants, a list of those participants must be released to the Bentonville CVB allowing us to send travel information prior to the event.
 - If your meeting/event includes a program, one half-page ad space must be made available to the Bentonville CVB at no charge.
11. **Disbursement:** Invoices are required for disbursement of A & P funds. If the invoices are less than the approved funding amount, all excess funds cannot be used for unapproved items associated with the meeting/event or any overages of the approved funding amounts.
12. **Freedom of Information Act:** The applicant must acknowledge understanding that any support from the Advertising and Promotion Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook.

PLEASE NOTE BENTONVILLE ADVERTISING AND PROMOTION COMMISSION MAY REQUEST OR REQUIRE ADDITIONAL INFORMATION FROM FUNDING AWARDEES IF NEEDED.

Tourism Funding

Date of Application: _____

Name of organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Year organization was established: _____

Meeting/Event Name: _____

Year Established: _____ Frequency (i.e. semi-annual, etc): _____

Meeting/Event Director: _____

Daytime Phone: _____ E-mail: _____

Meeting/Event Start Date: _____ Meeting/Event End Date: _____

Meeting/Event Location: _____

Approximate percentage of facilities to be used outside of Bentonville: _____

Tourism funds requested: \$ _____

Will this funding decide the meeting/event location? Yes No

What other communities, if any, are being considered for this meeting/event?

Give a summary of your event and describe in detail what the funds will be used for. Use additional sheets if necessary. _____

Please state how you will credit the BCVB i.e. printed materials, websites, etc. See page 2 bullet 10.

Initial when attached:

Completed Application

Actual P & L from previous year

Proposed Budget

Other Funding Sources

Previous Year Program or Collateral

Event history (rooms/booked)
number of attendees each year

Please send completed application to:

Bentonville Advertising and Promotion Commission

Attn: Kalene Griffith

104 East Central

Bentonville, AR 72712

Deadline: See tourism funding guidelines page 1 bullet 4.

I have fully read and agree to the guidelines of the Tourism Funding Program.

Signature: _____ Date: _____

Meeting/Event Planner

Signature: _____ Date: _____

Organization Officer

BENTONVILLE

CONVENTION & VISITORS BUREAU

104 East Central, Bentonville, AR 72712

Economic Impact Information

The Bentonville Advertising and Promotion Commission is funded by the Hotel, Motel, and Restaurant Tax (collected at local hotels - 2% and restaurants - 1%). The BCBV's mission is to promote Bentonville and its environs as a tourism destination

- Please describe the potential economic impact to:
 - Your organization
 - Local tourism-related businesses, including lodging and restaurants
 - The community in general

- Will your meeting/event influence visitors from outside of Bentonville to visit Bentonville.

Yes No

If yes, what is your estimation of

- Number of visitors from Benton County: _____
- Number of visitors outside of a 100 mile radius of Bentonville: _____

- What is the estimated number of lodging rooms that will be used for this meeting/event? _____

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100% -75%	100%
74% -50%	75%
49-25%	50%
24% -0%	25%

- What methods do you plan to use to track the overall economic impact to our community?

- Exit Survey
- Use of BCBV Booking Software
- Other _____

- Please insert the numbers below and compute the estimated economic impact of your event.

Product	# Purchased	Projected Rate	Total Impact
Lunch		\$7.00	
Dinner		\$10.00	
Hotel Night Stays		(insert average cost of rooms for event)	

Meeting/Event Summary

To be completed after event

Name: _____

To receive the awarded funding, the following items must be attached:

- Actual expenses vs. budgeted expenses
- Examples of programs, brochures, ads, etc. that were used to promote the event
- Receipts of expenditures and details of where funding money was spent
- Completed exit survey summaries

Initial here _____ when all items are attached and this form is complete.

number of attendees: _____

number of rooms booked in Bentonville as a result of this meeting/event vs proposed rooms: _____ vs. _____
Actual Proposed

Where did the meeting/event participants come from?

- Regional
- National
- International

Please report sampling of cities, states and/or countries of origin of participants: _____

What restaurants in Bentonville were used for group dining? _____

How was the meeting/event promoted? How were Bentonville businesses promoted to participants?

The signee is confirming that what is reported is accurate and all requested information has been included.

The BAPC reserves the right to contact the signee for any additional information.

Signature: _____ Date: _____

Name: _____

Initial to include:

- _____ Overall economic impact
- _____ Budget vs. Actual
- _____ Items that feature the Bentonville CVB logo
- _____ Collateral to support event
- _____ Other funding sources