

Eureka Springs City Advertising and Promotion Commission

Guidelines for Funding Support Request Application

Submission

Applications should be submitted on the form provided by the CAPC directly to:

CAPC

P O Box 522

Eureka Springs, AR 72632

Or delivered to the CAPC office at 121 W. Van Buren, Suite 3B

Applicants will be required to attend the CAPC meeting when the application is on the agenda.

All requests should be submitted by November for the next calendar year or May for current calendar year. Any event requesting over \$10,000.00 must supply annual financial reports.

Guidelines

In accordance with state legislation regarding tourist tax dollars, all funds must be used for promotion and advertising of the event or project. At least 50% of advertising and promotion must take place in areas outside of Eureka Springs and/or Carroll County. This media promotion must be placed in areas at least one-hour driving time from Eureka Springs. This is to ensure that funds will be used to attract visitors who are likely to stay in Eureka Springs paid accommodations for at least one night.

Events require a minimum one hundred percent (100%) match from the requesting organization with no less than fifty percent (50%) of that match being in-kind contributions, however the amount of the contribution is at the sole discretion of the CAPC and will be reviewed on an individual basis and is dependent upon the availability of funds.

The CAPC or its Executive Director will approve or disapprove funding. Once a funding application has been processed the CAPC will notify applicant in writing of their successful or unsuccessful selection for funding and any conditions applied.

Public Record

All materials submitted with funding applications will be a matter of public record open to inspection by any citizen of the State of Arkansas under the Freedom of Information Act.

Receipt of Funds

A written request for a purchase order must be submitted to the CAPC Director of Finance. Regardless of the date of submission, the request for funds must contain paid backup media invoices if the funding was for advertising support. No funds will be reimbursed for items that have not been pre-approved by the CAPC.

Use of Funds

In accordance with the above guidelines funds can only be used for the following materials that have been **Pre-Approved** by the CAPC.

- Creative Design of Advertisement by sources outside the funded organization
- Printing and Postage of approved materials.
- Ad placement in or on: Newspapers, magazines, radio, television, direct mail, outdoor, cable television
- Brochures must be available at least 45 days prior to the event.

NOTE: All media materials must include the logo of the Eureka Springs City Advertising & Promotion Commission and include the CAPC's logo with website address.

Approved April 09, 2014