



Eureka Springs CAPC Marketing Funding Support

Program Guidelines

A. Procedure

- Event organizer must present their application to the CAPC Commission at a CAPC meeting (held on the 4th Wednesday of every month) no later than 4 months before event start date.
- Event organizer submits event application to Tourism Director no later than 45-60 days before presentation at CAPC meeting.
- Tourism Director reviews application, and schedules meeting with event organizer to discuss marketing funding support guidelines and event.
- Tourism Director schedules application to be presented to the commission within 45-60 days. (If the commission cancels the meeting that the event organizer's presentation is scheduled, the commission will allow the event organizer to present at the next immediate voting meeting. The application must have met the 6 month submission requirement. **This is the ONLY exception for late approval.**)
- Upon commission approval, the event organizer must submit advertisement to the Tourism Director for approval before the advertisement is placed. **Without pre-approval by the Tourism Director, reimbursement/payment for advertisements will NOT occur.**
- 30 days after the event, the event organizer must submit an event report/summary.

B. Purpose

The CAPC Marketing Funding Support Program has been established to assist new and growing events in the Eureka Springs region. It is the intent of the CAPC that no single, same event be routinely funded for longer than three years. This is to ensure that the CAPC is funding events that result in increased lodging occupancies and fosters local economic impact through tourism.

C. Submission

Applications must be submitted in at least one of the following formats:

Email: mdawson@eurekasprings.org

By mail: P.O. Box 522, Eureka Springs, AR 72632

In person: 36 S. Main St., Eureka Springs, AR 72632

D. Eligibility

Festivals, special events, and meetings/conventions are eligible to apply. Programs, festivals, or special events with a history of attracting out-of-town visitors, either as participants or spectators, that generate lodging/restaurant are preferred. Special consideration will be given to events that can generate national, state, or regional exposure for Eureka Springs and the surrounding region and non-profit events.

E. Guidelines

- Advertisement requirements: All funds must be used for promotion and advertising of the event or project. At least 50% of advertising must take place 2 hours 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. **The CAPC will not pay for any advertisements inside of a 30 mile radius of Eureka Springs.**
- Award limitations: One, singular organization may apply for up to \$7,500 per fiscal year. No one event will be awarded more than \$5,000.
Examples: If an organization requests funding for four events, the funds could be awarded as:
Event 1: \$5,000, Event 2: \$2,500
- An individual application must be submitted for each separate event.
- Funding can only be used for the event outlined in application. Funds cannot be used for upcoming or other events.

F. 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.

G. Reporting

- 30 days after the event, the event organizer must submit an event report/summary. This report must include a profit and loss statement for the event.
- Any applicant who receives funding from the CAPC and does not submit this report will not be eligible for future funding.

H. Advertisement Placement

- Upon commission approval, the event organizer must submit advertisement to the Tourism Director for approval before the advertisement is placed. **Without pre-approval by the Tourism Director, reimbursement/payment for advertisements will NOT occur.**
- The CAPC logo must be clearly seen in all printed artwork or advertising, such as newspaper, postcards, posters, etc.
- Radio, podcasts and audio production must include the phrase: "Sponsored by the Eureka Springs CAPC."
- Any video/television commercial advertisement produced must have the CAPC logo clearly displayed for a minimum of 2 seconds at the beginning or ending of the advertisement.
- Social media advertising such as Facebook, Instagram, etc. landing pages should be approved by the CAPC prior to inclusion in the organization's website where applicable. The CAPC logo must appear on the web or landing page.
- Advertising invoices must contain tear sheets, scripts and/or affidavit of run. Advertising not approved in advance with proper CAPC identification, i.e., logos, etc., will not be paid by the CAPC and returned to the applicant for payment.

CAPC Marketing Funding Support Programs fund's **CAN** be used for:

- Creative design of advertisement by sources outside the funded organization
- Printed materials
- Ad placement in or on: Newspapers, magazines, radio, television, direct mail, outdoor, cable television
- Social media promotion and/or landing pages and boosts
- Brochure or program design and printing to be distributed outside the two hour driving radius.

CAPC Marketing Funding Support Programs fund's **CANNOT** be used for:

- Prize money, donations, scholarships, awards, plaques or certificates
- Expenses incurred before funding approval or after 90 days of completion
- Annual operating expenditures of the organization
- Professional, legal, medical, engineering, accounting, auditing, or other consulting services
- Salaries of full-time staff or supplements for salaries of existing staff; employment of personnel not directly related to the event

- **Real property which includes banners**
- Capital improvements, including but not limited to new construction, renovation, restoration, and installation or replacement of fixtures
- Tangible personal property, including but not limited to office furnishings or equipment, permanent collections or individual pieces of art
- Interest or reduction of deficits or loans
- Any local travel to and from Eureka Springs or accommodation expenses
- Private entertainment, food or beverages
- Making payments or reimbursements for goods or services purchased for previous or other events
- Website development or management for general organizational purposes
- Other event expenses including but not limited to: facility or tent rental, travel or accommodations for participants, security, food, entertainment, insurance, etc.