

Mountain Home Advertising & Promotion Commission

To: Organizations requesting funding from the Mountain Home A&P Commission

From: The A&P Commission

Enclose is the request form for the Mountain Home A&P Commission. Also enclosed is a copy of the Commission's policy for organizational funding. You may drop the completed request form and 7 copies off at the Mountain Home City Hall, or mail the request form and 7 copies to:

Mountain Home A&P Commission
720 South Hickory
Mountain Home, AR 72653

If you have any questions, please call (870) 425-5943.

Thank you!

**Mountain Home
Advertising and Promotion Commission
Special Event Advancement Program**

Table of Contents

- I. DESCRIPTION**
 - A. Seed Money
 - B. Advertising and Publicity
 - C. A & P Special Events
- II. CRITERIA**
- III. FUNDING GUIDELINES**
- IV. APPLICATION**

**Mountain Home
Advertising and Promotion Commission
Special Event Advancement Program**

I. DESCRIPTION

The Special Event Advancement Program, sponsored by the Mountain Home Advertising and Promotion Commission, is designed to help organizations within the Mountain Home area in efforts related to special event development. Assistance may be provided in one or all areas:

- A. Seed Money**
- B. Advertising and Publicity**
- C. A & P Special Events**

The purpose of providing assistance is to stimulate tourism and produce a positive economic effect on the business of the city of Mountain Home. The Event Advancement Program has limited funds and is not designed to provide total financing for any event or its advertising. However, it serves as an incentive and an endorsement for those organizations that are working toward promoting tourism in the City of Mountain Home.

Mountain Home Advertising and Promotion Commission Special Event Advancement Program

A. Seed Money

Seed Money shall be considered only for "new" events. It should give organizations some help, but is not designed to fund the event in full.

1. Seed Money will be administered to new events only and is limited to a period of not more than three (3) years. The A & P Commission feels this is ample time for the event to establish itself with sponsorships and other fundraising efforts. If granted the 1st year, the organization should not assume they would receive subsequent year's allocations. The organization must re-apply each year.
2. The A & P Commission will make its decision on spending a limited amount of money based on those events they believe will make the most favorable economic impact by generating additional tourism business in Mountain Home. The schedule is as follows:

Year	Amount Up To	Amount Approved	Date
1 st Year Event	Up to \$5,000.00		
2 nd Year Event	Up to \$2,500.00		
3 rd Year Event	Up to \$1,000.00		

3. If Seed Money is granted to your organization, the A & P Commission will require the organization to:
 - A. Agree in writing to abide by the terms as stated in the *Funding Guidelines*.
 - B. Agree in writing that the organization bankruptcies or event deficits will not be covered by A & P funds. The Commission will not "bail out" events that incur losses.
 - C. Submit a complete written financial report, which should include all other funding sources within 30 days after the end of the event. Each organization should have each attendee complete an A&P survey (survey attached). The organization must submit a copy of each survey and a recap sheet when invoices are turned in for payment.

**Mountain Home
Advertising and Promotion Commission
Special Event Advancement Program**

B. Advertising and Publicity

In the event Advertising and Publicity Services are granted to your organization, the A&P Commission will advise you of their specific award as follows. The items to be included will be indicated.

1. Advertising purchases specific to your event.

These purchases must be pre-approved by the A&P Commission. Your organization would be responsible for design and placement of the ad(s).

2. Publicity of your event may include, but will not be limited to the following:

- A. Local Cable Channel Announcements
- B. Newspaper
- C. Radio
- D. Billboard/Marquee
- E. Mail outs

**Mountain Home
Advertising and Promotion Commission
Special Event Advancement Program**

C. A & P Special Events

Special Events funding will be at the discretion of the A&P Commission. The A&P Commission will solicit these events.

Mountain Home Advertising & Promotion Commission Special Event Advancement Program

II. Criteria

Written Requests: Organizations requesting Commission support must submit their request to the Commission no later than 60 days prior to the anticipated date the funds will be needed. Requests must be submitted on the Commission's form, but additional pages of explanations will be accepted. **All requests must be submitted by the 15th of prior month before regularly scheduled meeting. The agent will bring request to meeting and Commission members will review request and if they are interested in an event, the Commission may request someone from the organization to appear at the next scheduled meeting for presentation. Request will be considered at the following meeting. Support will not be considered after an event has taken place.**

Added consideration shall be given to events presented by groups that:

- Have a successful track record
- Aim the event to target a family audience
- Stage the event (when at all possible) at City facilities

Economic Impact: Written requests must substantiate the economic impact of the proposed event as it pertains to the primary mission of the A&P Commission, which is to promote the city of Mountain Home and to attract tourism and convention markets to the city. The primary question to be considered by the Commission is "How many dollars will the event generate in the local economy?" The key criteria will be the number of visitors expected for the event and the total impact on the local lodging, restaurant, and retail business receipts.

Budget: The request will include an explanation of how the support or funds will be administered by the requesting organization. This request must be specific and must detail each amount requested including vendors and amount for each vendor. Event holders are requested to solicit bids from local vendors.

Recognition: Organizations receiving support or funding by the Mountain Home A&P Commission will credit the Commission on any print & Internet media. The organization will also recognize the A&P Commission in its programs.

Indemnification: The organization must agree, in writing, to indemnify the Mountain Home A&P Commission for any liability associated with the organization and/or the event. If an event is voted to be supported, in part by the A&P Commission, notification of such will be received by the organization. At that time, the A&P Commission chairman and organization, outlining the term of the agreement will sign a contract.

Compliance: All events shall abide by local, state, and federal laws. Furthermore, the event shall not be of questionable nature and may not exclude race, creed or religion. It must be open to the public and provisions made for that purpose, e.g. handicap facilities, available parking, etc.

Payment of Invoices: All invoices must be submitted to the Commission within **sixty days** of the event or the invoice will not be paid. Pending approval of the invoices, payment will be made at the next regularly scheduled meeting. Invoices will not be paid before the event occurs unless the requesting organization has received approval from the Commission. The invoices submitted to the Commission should not exceed the amount approved by the Commission.

No additional funds will be granted.

Notification: If an event is voted to be supported, in part by the A&P Commission, notification of such will be received by the organization.

Year-to-Year Support: Commission support of an annual event will under no circumstances obligate the Commission to continue support for the 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 should the Commission deem appropriate. If an event is voted to receive actual funding for either seed money or advertising purchases, the organization must read, understand and comply with the Commissions Funding Guidelines.

Survey: The organization receiving funding should have a survey of the event available to all attendees. The organization should request attendees to fill out the surveys in order to get a better idea of how well the event was perceived. Surveys and a recap sheet of the event must be returned to the A&P Commission at the time invoices are submitted for payment.

**Mountain Home
Advertising and Promotion Commission
Special Event Advancement Program**

III. Funding Guidelines

If the seed money or advertising purchases are granted to your organization, the A&P Commission will require that any expenditure paid for with money allocated by the A&P Commission is subject to the following:

1. Must have written approval from the A&P Commission prior to each purchase.
2. Must contract with Mountain Home businesses (if at all possible, particularly in regards to food services, lodging facilities and tourism related businesses). If a Mountain Home vendor is within 10% of lowest bidder, then must use local vendor.
3. **Must submit two quotes for approval of any purchase over \$500.00, (with exception of facility rental). Must submit three quotes for approval of any purchase over \$3,000.00, (with exception of facility rental).**