

The El Dorado Advertising & Promotion Commission

Commission meets at 3:45 p.m. on the last Tuesday of each month (except December).

Convenes in the second floor conference room of City Hall at 204 North West Avenue in El Dorado, Arkansas 71730

Mission Statement - *The mission of the Advertising & Promotion Commission is to increase occupancy, revenues and visitation in area hotels, meeting facilities and attractions; provide superior customer service to all customers; enhance the cultural, recreational and economic environment of the community; stimulate the creation of more tourism-related jobs; and promote and advertise a positive image for El Dorado as an active, inclusive, friendly and prosperous city.*

Purpose of El Dorado Advertising & Promotion Commission

- A. To create business for the community by aggressively promoting the area as a must-see destination.
- B. To increase visitor awareness and expenditures for the maximum economic benefit to the region.
- C. To develop partnerships with public and private entities which implement effective marketing programs designed to increase the number of year round visitors.
- D. To create measurable growth for the local economy by developing and expanding a unified visitor industry and promoting that industry to leisure travelers, meeting & convention planners, tour operators, sporting event organizers, the film industry and travel/trade media.
- E. To assist in creating and promoting enjoyable, quality experiences for individuals and groups.
- F. To attract meetings, leisure and business travelers in the most economic and efficient manner possible in order to stimulate the local economy.
- G. To engage in visitor promotions and travel which generate overnight stays in hotels and motels and increases visitors' spending and to effectively manage public dollars to increase tourism and economic impact for the City of El Dorado.

Funding Requests Policies & Application Procedure

1. **Criteria of Request:** Funding requests should show in writing and by presentation how the event or attraction fulfills the mission and purposes of the El Dorado Advertising & Promotion Commission.
2. **Written Requests:** All requests must be submitted on the Commission's application form; additional pages may be submitted for further explanations. **Request forms may be submitted to the Mayor's Office or mailed to: Post Office Box 2170 El Dorado AR 71730.**
3. **Request Timelines:** Organizations should submit their request **on or before the 15th day of the month** prior to the regular monthly meeting. Funding requests of **LESS THAN \$1,000** may be acted upon immediately unless the Commission needs additional information. Funding request of **MORE THAN \$1,000** will be processed approximately 60 days following the submission of the request.
4. **Economic Impact:** Written requests must substantiate the economic impact of the proposed event as it pertains to the mission of the A & P Commission. The primary concern to the Commission is: How much revenue will the event generate in the local economy? Criteria should include:
 - a. Attraction of visitors and/or overnight guests,
 - b. Economic impact on local spending,
 - c. Potential for repeat business and return visitors,
 - d. Improvement of city's hospitality and overall public image.
5. **Event Plans & Details:** The organization seeking support will disclose details of the event or program at the time of their request for support, including but not limited to time lines and advertising schedule.
6. **Event Budget:** **A detailed event budget must accompany the funding request.** It should include an explanation of how the advertising and promotional funds will be administered by the requesting organization.
7. **Payment of Invoices:** **The A&P Commission will only allocate funds supported by vendor invoices.** Funds will be paid when appropriate invoices are presented. If the advertising and promotion of an event is placed through an advertising agency, the Commission will honor the agency's invoice(s), provided adequate support documentation is presented. **All invoices must be submitted to the Commission for payment no later than sixty (60) days following the event.** Events requiring numerous checks should hold invoices to the end of the event or present invoices according to a schedule approved in advance by the commission.
8. **Post Evaluation/Report:** Organization receiving A & P funding or support will **provide within 60 days following the event:** a financial report, a survey/evaluation of the event with recommendations for improvements and expansions for future events, and a disclosure of other funding sources including in the underwriting the event. This data is subject to the Freedom of Information Act.
9. **Year-to-Year Support:** A & P support of an annual event will not obligate the Commission to continued support in subsequent years. Organizations should not assume nor budget A & P support annually.
10. **Debts:** Organization bankruptcies or event deficits will not be covered by any A & P funds. The Commission will not "bail out" events that incur losses nor guaranty a profit to those events. 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.
11. **Recognition:** **Organizations receiving support or funding by the El Dorado A & P Commission will credit the Commission in a manner approved by the Commission.**
12. **Indemnification:** Organizations must agree in writing to indemnify the El Dorado A & P Commission for any liability associated with the organization and/or the event.

We, _____ (requesting organization) have read the Mission Statement, Purposes and Policy of the El Dorado Advertising & Promotion Commission and agree to abide by the policy of the Commission. It is understood that a full and complete funding application must be submitted for each event for which funds are being requested

Signed _____ Date _____

Print Name _____ Title _____

Request for Support from the El Dorado Advertising & Promotion Commission (Amended: 1/2009)

1. Date of request: _____ 2. Amount of Request: \$ _____

3. Organization Name: _____

4. Contact Name & Title: _____

5. Type organization: Non- Profit _____ Civic Club _____ Private _____ Corporation _____
Governmental _____ Religious _____ Educational _____ Other _____

6. Telephone _____ 7. Fax numbers: _____

8. E-Mail address _____ 9. Website: _____

10. Address: _____

11. Tax ID number: _____

12. Type of Event or Attraction: _____

13. Location of Event or Attraction: _____

14. Date(s) of Event or Attraction: _____

Note: Invoices must be submitted within 60 days of event.

15. If annual event, year first held: _____

16. Number of attendees expected: _____

17. Radius of draw: _____

18. Background on requesting organization (include community projects, years of operation, and purposes of organization):

19. What other organizations are you affiliated with? _____

20. What organizations will benefit from this event? _____

21. Economic benefit to El Dorado (list an estimated dollar impact the event will have on the city economy including number of people visiting and number of days/nights they will be in El Dorado plus potential shopping and restaurant visitation.)

22. Community Development (list ways the requesting organization and event will contribute to the community development of El Dorado): _____

23. Describe the event in as much detail as possible (use additional sheets if needed):

24. Actual monetary support being requested of the El Dorado Advertising & Promotion Commission and anticipated date needed.

Total Amount Requested: _____ Anticipated Date needed: _____

25. What other sources of revenue are anticipated for this project? (Ticket sales, Concessions, Grants, etc.)

26. Will there be other sponsors, and if so, what will be their involvement? (funding, door prizes, etc.)

27. Will funding be needed in future years for continued promotion or is this "seed money" to start this project?

28. When can the project be expected to become self-supporting?

29. Has this project received funding from this Commission previously? NO ____ YES ____ If yes, when and how much?
History _____

30. Other pertinent information that might facilitate the organization's request for support:

31. Is your event presently listed on the calendar of events on www.GoElDorado.com? NO ____ YES ____

Requesting Organizations Agreement:

It is agreed that, if this support request is granted in full or part our organization will adhere to the following:

- Include the El Dorado Advertising & Promotion Commission name on printed materials or in advertisements.
- List their event on www.GoElDorado.com web site.
- Acknowledge that any support received from the A&P Commission is subject to the Freedom of Information Laws.
- Provide a written summation of the event or attraction within 60 days of completion which will include: attendance, advertising results, amounts collected, and profitability of the event.
- Provide additional information as required by the El Dorado Advertising & Promotion Commission.

We, _____ (requesting organization) agree to release the El Dorado Advertising & Promotion Commission, its Commissioners and associates, from any liability related with the organization and/or event for which funds are being requested.

Signed _____ Date _____
(Requesting organization president/chair/official)

Print Name _____ Title _____

The El Dorado Advertising & Promotion Commission reserves the right to request a presentation from the requesting organization when necessary. The Commission also reserves the right to reject any and all requests.

Conclusion — to be completed by A & P Commission

Amount requested \$ _____ Total amount approved \$ _____

Date approved: _____

Commission comments _____

Approval by:
El Dorado A&P Official: _____ Date: _____

Accepted by:
Requesting Organization Official: _____ Date: _____

Submit invoices to: El Dorado Advertising & Promotion Commission
P. O. Box 2170
El Dorado AR 71731