

The El Dorado Advertising & Promotion Commission

Commission meets at 3:45 p.m. on the second Tuesday of January and the first Tuesday of Feb., April, June, Aug., Oct. and Nov.
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.*

Guidelines for receiving funding from the El Dorado Advertising & Promotion Commission (Amended:10/2013)

- Events, attractions and projects should target visitors from at least 50 miles from El Dorado.
- One of the objectives of the event should be to attract visitors who will spend the night in local lodging properties. Multi-day events will be viewed more favorably for funding.
- The event should promote the city's brand of "The Festival City" and enhance the theme of "It's Showtime!"
- Marketing and advertising material should be complimentary with the city brand. Approved events must utilize the Brand Style Guide. All ads, brochures, fliers, etc., should have prior approval by the A&P Commission.
- All funds from the A&P Commission should be used outside the 50 mile radius.
- Funds cannot be used for the production of an event, overhead, or local marketing and logistics.
- Funding should be viewed as seed money to start new events. Groups should not rely on funding after 3 years.
- Groups should provide information on "return on investment" once the event is completed.

Funding Requests Policies & Application Procedure

1. Criteria of Request: Funding requests should show in writing and by presentation how the event, attraction or organization fulfills and meets the guidelines and the mission 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: P.O. Box 2170 El Dorado AR 71730.**

3. Request Timelines: All previously supported organizations should submit an application before the first Tuesday of January. All new events should submit before the 15th of each month.

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 of the Commission is: Will the event increase overnight stays in El Dorado? How much revenue will the event generate in the local economy? Criteria should include:

a. How the event will attract visitors and overnight guests, b. Economic impact on local spending, c. Potential for repeat business and return visitors, d. Improvement of city's hospitality and overall impact to the city's brand 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 budget and 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. It should separate advertising by market and show how funding will be spent outside the 50 mile radius.

NOTE: Any request that does not have a detailed budget WILL NOT BE CONSIDERED.

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 included in 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 continue 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 and adhere to the Brand Style Guide guidelines provided on www.GoElDorado.com

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 and Guidelines 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

PLEASE ANSWER ALL QUESTIONS

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(s) of Event or Attraction: _____

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

15. If annual event, year first held: _____

16. Describe the number of attendees expected and where they will come from: _____

17. How will you target your marketing to attract visitors: _____

18. Background of requesting organization should include community projects, years of operation, and purposes of organization: _____

19. How will your event or attractions enhance the city's brand (It's Showtime!) and promote the theme of El Dorado as an entertainment destination? _____

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

23. Actual monetary support being requested of the El Dorado A & P Commission and anticipated date needed.

Total Amount Requested: _____ Anticipated Date needed: _____

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

25. Will there be other sponsors, if so provide names and their involvement? (funding, door prizes, etc.)

26. Will funding be needed in future years for continued promotion of this project? _____

27. When can the event or project be expected to become self-supporting? _____

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

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

30. 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:

- Adhere to the El Dorado Advertising & Promotion Commission guidelines and utilize the brand style guide on all marketing materials or in advertisements. Submit ads to A&P for approval prior to running.
- 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