**Advertising & Promotion Commission**

To: Organizations requesting funding from the Heber Springs Commission

From: The A&P Commission

Enclosed is the request form for the Heber Springs A&P Commission. Also enclosed is a copy of the Commission’s policy for organizational funding. You may drop the completed request form off at the Heber Springs City Hall or mail the request form to:

Heber Springs A&P Commission

1001 W. Main St./ PO Box 1019

Heber Springs, AR 72543

Email Invoices – Treasurer@HeberSprings.gov

If you have any questions, please call (501) 362-3635

**Heber Springs**

**Advertising & Promotion Commission**

**Special Event Advancement Program**

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**Heber Springs**

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**Special Event Advancement Program**

1. **DESCRIPTION**

The Special Event Advancement Program, sponsored by the Heber Springs A & P, is designed to help organizations within the Heber Springs area in efforts related to special event development. Assistance may be provided in one or all areas:

1. **Seed Money**
2. **Advertising and Publicity**
3. **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 Heber Springs. 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 Heber Springs.

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**Special Event Advancement Program**

1. **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 (3) years. The A&P Commission feels this is ample time for the event to establish itself with sponsorships and other fundraising events. 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 spending a limited amount of money based on those events that will make the most favorable economic impact by generating additional tourism business in Heber Springs. The schedule is as follows:

**\_Year\_\_\_ \_\_\_Amount Up To\_\_\_ \_\_Amount Approved\_\_ Date**

1st Year Event\_\_ Up to $1,000\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2nd Year Event\_\_\_Up to $500\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3rd Year Event\_\_\_ Up to $250\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If Seed Money is granted to your organization, the A&P Commission will require the organization to:
2. Agree in writing to abide by the terms as stated in the *Funding Guidelines.*
3. 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.
4. If requesting funds, the 2nd & 3rd year you will need to submit a complete written financial report, which should include all other funding sources within 30 days after the end of the event.

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1. **Advertising & 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 organizations would be responsible for design and placement of the ad(s).

1. Publicity of your event may include, but will not be limited to the following:
2. **Newspaper**
3. **Radio**
4. **Billboard/Banners**
5. **Mail outs**

(Radio ads on 101.9 The Lake are available for approved events)

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1. **A & P Special Events**

Special Events funding will be at the discretion of the A&P Commission.

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

**Recognition:** Organizations receiving support or funding by the Heber Springs A&P Commission will credit the Commission on any print & Digital Media. The organization will also recognize the A&P Commission in its programs.

**Indemnification:** The organization must agree, in writing, to indemnify the Heber Springs 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 chairperson 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 to 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.

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1. **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 Heber Springs businesses (if at all possible, particularly in regard to food services, lodging facilities and tourism related businesses). If a Heber Springs vendor is within 10% of lowest bidder, then must use local vendor.