



Eureka Springs City Advertising and Promotion Commission

Guidelines for Funding Support Request Application

1. Purpose

The Eureka Springs City Advertising & Promotion Commission (CAPC) recognizes that, whenever possible, it should encourage activities that enhance the city and region's appeal as a travel destination. Therefore, a fixed amount of funds and a formal process has been established to assist tourism-related entities with promoting activities, attractions, and special events that result in increased lodging occupancies and fosters local economic impact through tourism.

2. Submission

Applications should be submitted on the form provided by the CAPC directly to:

CAPC

P O Box 522

Eureka Springs, AR 72632

or delivered to the CAPC office at The Auditorium, 36 South Main Street, Eureka Springs, AR 72632. Submissions may be sent via e-mail to Admin@EurekaSprings.Org

3. Eligibility

Festivals, special events, and meetings/conventions are eligible to apply. Special consideration will be given to non-profit events.

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. Consideration will also be given to events that can generate national, state, or regional exposure for Eureka Springs and the surrounding region.

4. Guidelines

In accordance with state legislation regarding tourist tax dollars, all funds must be used for promotion and advertising of the event or project. At least 50% of advertising must take place 1- hour 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.

Applications must be submitted at least two (2) months in advance. Recipients may use allocated funds only for such purposes stated in the approved application unless the Executive Director of the CAPC gives approval in writing.

The maximum award is \$5,000.

Incomplete or insufficient applications will automatically be returned. Corrected applications may be returned to the CAPC but will receive a new "Receipt Date" assigned by the CAPC. Once funding decisions have been made, contact will be made with the applicant by email or mail.

While the CAPC reserves the right to continue funding for certain events for a longer period, it is the intent of the CAPC that no single, same event be routinely funded for longer than three years.

Upon approval the applicant bears the responsibility to communicate with local municipalities and entities for potential needed permits, reservations, etc. Entities for consideration can be found with the City of Eureka Springs 479.253.9703 or EurekaSpringsAr.gov/Government/Forms-permits-applications.



5. 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.

6. Reports

Within ninety days (90) days of the closing of the event or end of the year, whichever comes first, a narrative report must be filed with the CAPC giving a full accounting of the use of funds. Copies of backup invoices and proof of publication/run must be attached to the report to show proof of spending of the funds. Any applicant who receives funding from the CAPC and does not submit this report will not be eligible for future funding. This report must include a profit and loss statement for the event.

7. Receipt of Funds

A written request for approved funds must be submitted to the CAPC Finance Director prior to the event. Funds may not be requested after the event.

8. Use of Funds

As indicated above, funding is restricted to advertising and promotion for the event. At least 50% of advertising and promotion must take place in areas outside Eureka Springs/Carroll County that are at least 1 hour driving time from Eureka Springs. Funds can only be used for the specific event and may not be used for a subsequent event at a later date.

9. Ethics

Market Support Funds are taxpayer dollars. Therefore, it is crucial to uphold standards of decency, ethics and morality in all sponsored activities being respectful of all. Utilizing funds for any other purpose than the promotion of an event may call for a revocation of the funds and/or future funding.

CAPC Funding Support Request Application Guidelines

Funds can be used for:

- Creative design of advertisement by sources outside the funded organization
- Printing
- Ad placement in or on: Newspapers, magazines, radio, television, direct mail, outdoor, cable television, billboards
- Social media promotion and/or landing pages and boosts
- Brochure or program design and printing to be distributed outside the one hour driving radius. At least 50% of the promotional piece must be dedicated to the event.
- Event's Internet website development and management (specific only to the event funded). If the event is part of an established website, only expenses related to the updating of information for this event are allowed. The website must be promoted through advertising.
- Brochures must be available at least 45 days prior to the event.

10. Purchasing

It is advantageous to work with the CAPC in the purchase of media or other materials.

The CAPC logo which may be obtained upon request from the CAPC staff, must be clearly seen in *all printed and digital* artwork or advertising, such as newspaper, postcards, posters, social media etc. Radio, podcasts, audio production as well as in online descriptions must include the phrase: "Sponsored (or sponsored in part) by the Eureka Springs CAPC."

Television, or any video produced, must have the CAPC logo clearly displayed for a minimum of 2 seconds at the **beginning** of the production.

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. All approved media invoices will be paid by the CAPC.

11. **Funding**

Funds **CANNOT** be used for:

- Prize money, donations, scholarships, awards, plaques or certificates.
- Any event or activity that violates **City, State or Federal Law**.
- Expenses incurred before funding approval or after 90 days of event 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 large 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.
- Other event expenses including but not limited to: facility or tent rental, travel or accommodations for participants, security, food, entertainment, insurance, etc.
- Website development or management for general organizational purposes.

Please do not submit these guidelines with your application. We suggest you keep them to use as your event planning moves forward and to have as a reminder to submit the required final report on your event.

For submission applications download at VisitEurekaSprings.com/partners page. “Funding Request” link is mid-page where a guideline summary is posted, “Funding Support Request Form”, along with the “Funding Request Reimbursement Form” which is to be submitted by the 90-day post event deadline with supporting documentation.

Thank You.

Revision date: February 2025