



## **Bella Vista Advertising & Promotion Commission**

### **FUNDING GUIDELINES**

The Bella Vista, Arkansas Advertising & Promotion Commission was formed through an ordinance approved by the City of Bella Vista City Council. The ordinance levies a tax of two per cent (2%) on the gross receipts for leasing hotel, motel, house, cabin, bed & breakfast, campgrounds, condominiums or other similar accommodations for sleeping, meeting, or party room facilities for a period of less than 30 days. The ordinance also levies a tax of one per cent (1%) on the receipts of restaurants, cafes, cafeterias, delicatessens, drive-in and carryout restaurants, concession stands, convenience stores, food trucks, or other similar establishments described in the ordinance.

The Mission of the Advertising & Promotion Commission is to **“work to increase the city’s visibility as a destination to stay and play by promoting its recreation and business opportunities, while maintaining a revenue source via tourism to help sustain and grow the city into the future.”** (Approved 12-17) The commission consists of seven members, serving a four-year term. The commission typically meets monthly and the meetings are open to the public.

While the A & P Commission prepares and implements a robust marketing plan for the city, it is important and vital to its mission to provide some funding and/or partnerships for community events that qualify within the mission guidelines of the strategic plan and that conform to local and state laws, therefore, the Commission will consider funding or supporting with qualified organizations whose event and/or project meets the guidelines for funding and is approved by the A & P Commission at one of their meetings.

## Criteria

Application(s) for grants will be reviewed by the A & P Commissioners when a staff review has indicated compliance to the following criteria:

- This grant will advertise and promote the City of Bella Vista and its environs.
- It will stimulate economic growth, overnight stays, restaurant usage, and generate future tourism growth.
- The project/event management will have the ability to track and report the effectiveness of this funding.
- Preference will be given to those projects which demonstrate an effort to attract out-of-town visitors.

The event or project to be considered should have a high potential to impact the local economy by attracting visitors from outside the City of Bella Vista. There should be an obvious direct and valid relation to visitor attraction.

Due to limited resources, the Bella Vista A & P Commission cannot fund all events and projects, nor do they have the ability to fund most projects and/or events in their entirety. The Bella Vista A & P Commission prefers to be a “supporter” with those events for which they approve funding.

Approved funding can be in the form of reimbursements for advertising, equipment rental or venue space rental, and/or other direct expenses, or as a cash grant to be used as specified by the A & P Commission.

1. To be fair and to ensure that each event and project gets a fair and complete review, the official(s) of those organizations will have four (4) opportunities throughout the year to apply for grant funding preceding the event. Those deadlines are as follows:
  - February 15<sup>th</sup>
  - May 15<sup>th</sup>
  - August 15<sup>th</sup>
  - November 15<sup>th</sup>
2. The application will be reviewed and considered at the following meeting of the A & P Commission. A representative of the sponsoring organization for the event or project will be allowed time to make a brief presentation to the Commission and to respond to their questions.

## **Procedure**

The procedure for applying for funds from the Bella Vista Advertising & Promotion Commission are as follows:

1. Fill out the official application in its entirety. If any portion is left blank, please provide a reason.
2. Submit the completed application along with attached material, if needed, to the Director of Economic Development for the City of Bella Vista at City Hall at 101 Town Center, Bella Vista, AR.
3. The application will be reviewed by a three (3) person committee made up of A & P Commission members appointed to the “Application Review Committee” by the Chair of the A & P Commission.
4. Be prepared to be contacted for possible follow up questions by staff.
5. The applicant (or the representative of the applying organization) may be asked to be present at the A & P Commission meeting where the request is being considered and may be asked to make a brief presentation and respond to questions from the Commissioners.
6. The applicant will be notified when their application is placed on the A & P Commission meeting agenda for consideration.
7. A “Post-event Report” made in person to the A & P Commission following the event at a regularly scheduled meeting is a requirement for future funding possibilities.

Grant process timelines (2018 – 2019) are as follows:

**July** – Regular A&P Commission meeting.

**August** – Grant applications due on the 15<sup>th</sup> of the month (no A&P Commission meeting that month).

**September** – Regular A&P Commission meeting – Review and Approve/Deny grants.

**October** – Regular A&P Commission meeting.

**November** – Grant applications due 15<sup>th</sup> of the month (no A&P Commission meeting that month).

**December** – Regular A&P Commission meeting – review and approve grants.

**January** – Regular A&P Commission meeting.

**February** – Grant applications due on the 15<sup>th</sup> of the month (no A&P Commission meeting that month).

**March** – Regular A&P Commission meeting – Review and Approve/Deny grants.

**April** – Regular A&P Commission meeting.

**May** – Grant applications due on the 15<sup>th</sup> of the month (no A&P Commission meeting that month).

**June** – Regular A&P Commission meeting – Review and Approve/Deny grants.

**July** – Regular A&P Commission meeting.

**August** – Grant applications due on the 15<sup>th</sup> of the month (no A&P Commission meeting that month).

**September** – Regular A&P Commission meeting – Review and Approve/Deny grants.

**October** – Regular A&P Commission meeting.

**November** – Grant applications due 15<sup>th</sup> of the month (no A&P Commission meeting that month).

**December** – Regular A&P Commission meeting – review and approve grants.