

1. **About the Program:** The Bentonville Advertising and Promotion Commission (BAPC) Tourism Funding Program was created to enhance tourism-oriented meetings/events by leveraging community funds with BAPC monies to assist in attracting visitors from outside of Bentonville.
2. **Purpose:** Tourism Funding is available to organizations that actively market their meeting/event to attract out-of-town visitors to the city of Bentonville.

EXTENT OF PARTICIPATION BY BENTONVILLE ADVERTISING & PROMOTION COMMISSION:

The Tourism Funding Program is not designed to cover the entire cost of a project. The funding may cover, for example; marketing, advertising and collateral.

In-kind services provided by Visit Bentonville include RFP dissemination, site inspections, registration assistance, on site event visitor information, personal welcome committee at airport or event location, welcome address by city leader, marketing collateral for attendee recruitment, web-based room reservation system, off site event support and services.

3. **Application Process:** Submit the online funding application to Visit Bentonville. The application must be completed online. Incomplete forms or other deviations from the application may result in omission from the evaluation process. Additional files and documents may be attached to the application by using the "upload files" function.

**Each applicant must submit a completed application and a proposed budget for their project.**

**The proposed budget must include planned expenses, expected revenue, and the previous year's actual numbers if applicable.**

All applications will be considered, discussed, and awarded by the BAPC with guidance from Visit Bentonville staff.

Applications are reviewed at the regular meeting of the BAPC in

**March (submission deadline is March 1)**

**July (submission deadline is July 1)**

**October (submission deadline is October 1)**

Requests should be submitted at least 4 months prior to the event. All funding requests are subject to availability of funds.

4. **Meeting/Event Development:** The organizations responsible for management of the meeting/event will be responsible for ensuring that the cost of the meeting/event is competitive. Applicants cannot transfer funds from one specific funding request to that of another. Any deviation from the funding request must be submitted in written form to the BAPC. The BAPC must be notified in writing as soon as possible if the applicant does not plan to use approved funds. Disbursed funds will not exceed awarded amount. If submitted invoices do not total the amount of funding allocated the monies will be put back into BAPC funds for future events.
5. **Meeting/Event Completion:** The meeting/event must be completed by the stated date of the meeting/event and a summary of the meeting/event submitted to the BAPC within 30 days of the completion and prior to **December 30<sup>th</sup>** of the event year. Disbursements will be made following completion of an Event Summary. This summary will include:
  1. invoices for items for which you are asking to be reimbursed
  2. number of participants and number of Bentonville lodging rooms booked
  3. overall economic impact of the meeting/event to the local community
  4. a financial report that shows proposed budget vs actual income (*with disclosure of other funding sources*) and expenses
  5. an evaluation of the meeting/event
  6. samples of the finished meeting/event brochure, flyer, and advertising

**Awarded funds will not be disbursed if this information is not provided.**



**Additional Policies:**

- 6. Recognition:** Organizations receiving funding from BAPC are required to:
1. Include the Visit Bentonville logo in all printed event material.
  2. Include the Visit Bentonville website, [www.visitbentonville.com](http://www.visitbentonville.com), and toll free number, 1-800-410-2535, in all correspondence with event participants and promotions.
  3. If your organization has a website, a visual link to [www.visitbentonville.com](http://www.visitbentonville.com) must be included.
  4. If your meeting/event accepts pre-registered participants, a list of those participants must be released to Visit Bentonville allowing us to send travel information prior to the event.
  5. If your meeting/event includes a program, a one half-page ad space must be made available to Visit Bentonville at no charge.
- 7. Economic Impact:** Your meeting/event must meet or exceed your proposed economic impact in order to receive the full amount of awarded funds. Should your event produce a lesser economic impact, funding will be awarded according to the chart below.

Percentage of Actual Rooms Booked Compared to Proposed Rooms	Percentage of Funding to be Awarded
100% - 75%	100%
74% - 50%	75%
49% - 25%	50%
24% or less	25%

**It is the responsibility of the meeting/event planner to provide documentation from hotels of the number of booked rooms. Failure to meet proposed numbers for meeting/event will affect current funding and may affect future funding awards.**

- 8. Disbursement:** Invoices are required for disbursement of BAPC funds. If the invoices are less than the approved funding amount, excess funds cannot be used for unapproved items associated with the meeting/event or any overages of the approved funding amounts.
- 9. Annual Support:** The BAPC's support of an annual meeting/event will under no circumstances obligate the BAPC to continue support for the meeting/event in subsequent years. Organizations should not assume nor budget BAPC support annually. The BAPC reserves the right to terminate funding or promotional support at any time the BAPC deems appropriate.
- 10. Indemnification:** Organizations agree in writing to indemnify the BAPC and Visit Bentonville of any liability associated with the organization or event.
- 11. Debts:** Organizational bankruptcies or event deficits will not be covered by BAPC funds. The BAPC will not “bail out” meetings/events that incur losses. It is the sole responsibility of the requesting organization to properly plan their meeting/event and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility.
- 12. Freedom of Information Act:** The applicant must acknowledge understanding that any support from the BAPC is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook.

**BENTONVILLE ADVERTISING AND PROMOTION COMMISSION  
MAY REQUEST OR REQUIRE ADDITIONAL INFORMATION FROM FUNDING AWARDEES IF NEEDED**

