



INFORMATION PACKET

(Application is separate)

2025 Funding Cycle

**Please read this information prior to completing the application.
Incomplete applications will not be considered.**

IMPORTANT INFORMATION:

- 1) All applications for consideration in the 2025 Funding Cycle are due no later than 3:00PM on Friday, October 18, 2024.
- 2) If you received A&P funds in 2024, a completed Follow-Up Report and detailed accounting of expenditures must be on file with the A&P office. If you have not submitted this information, then a completed Follow-Up Report and detailed accounting of expenditures must be attached to your 2025 application. Copies of invoices, receipts, and canceled checks **must** be included. If proper financial documentation is not supplied, the organization will not be considered for the 2025 Funding Cycle.
- 3) Please review the detailed guidelines. Also, be sure to review the "Funding Categories" and "Use of Funds" sections. Your request will not be considered if the application is incomplete.
- 4) The next A&P Commission meeting will be held on Monday, October 28, 2024 at 4:30 p.m. for those who wish to make a presentation to the full commission regarding their application. **No funding decisions will be made at this meeting.**
- 5) During the regular monthly meeting in November (exact date to be announced), the Commission will discuss and determine who will receive funding for the 2025 Funding Cycle. This meeting will be open to the public and you are invited to attend but are not required to do so. All applicants will be reminded of this meeting.
- 6) Sheri Storie is the Executive Director for the Commission. Please direct any questions to sstorie@ExplorePineBluff.com (preferable), or 870.534.2121.

Included in this packet are:

- Policy for Funding – Page 2
- Guidelines for Funding – Pages 3-6
- Application for Funding – Pages 7-10
- Sample Event Budget Planner – Page 11

POLICY FOR FUNDING

The Pine Bluff Advertising and Promotion Commission provides funding for the purpose of promoting events that fit within the Commission's mission of creating economic vitality through tourism and developing unique visitor experiences. The A&P Commission also provides the majority of funding for the Pine Bluff Convention Center facilities maintained and operated by the Pine Bluff Civic Auditorium Complex Commission.

For events and organizational programming, these funds are available based on the Commission's budgetary ability and on its judgment about the merits of said events and programming.

Events and programming must take place within the city limits of Pine Bluff and must fit within at least one of the following focus areas:

- Visual Arts
- Culinary Arts
- Delta Heritage
- Performing Arts
- Sports and Recreation

The Commission does **not** fund the following:

- Individuals
- For profit organizations
- Religious organizations for religious purposes
- Political causes, candidates, organizations, or campaigns
- Multi-year requests

Requests for the 2025 Funding Cycle must be submitted on the official application and received no later than 3:00PM on Friday, October 18, 2024. Final approval of requests will be by vote of the Commission.

Submit applications to:

Email:

sstorie@ExplorePineBluff.com

In-Person:

623 S. Main Street
Pine Bluff, AR 71601

Postal Service:

Pine Bluff Advertising and Promotion Commission
P.O. Box 9047
Pine Bluff, AR 71611

Applications received after the deadline date and time WILL NOT be considered.

GUIDELINES FOR FUNDING REQUESTS

Commission Overview:

- **Purpose:**

The purpose of the Pine Bluff Advertising and Promotion Commission is to promote Pine Bluff as a positive tourism experience, thus increasing visitor spending on lodging, food & beverage, recreation, and retail.

- **Commission Make-up:**

The Commission is composed of seven (7) members, each of whom shall be qualified electors and reside within the corporate limits of Pine Bluff, Arkansas. Two (2) positions of the Commission are sitting members of the Pine Bluff City Council and are selected by and serve at the will of the Council. The remaining five (5) members are recommended by the Commission and are approved by the Council for terms of four years each. Four (4) of these positions are to be owners or managers in the tourism industry (at least three [3] of whom shall be owners or managers of hotels, motels, or restaurants). The remaining position is to be filled from the public-at-large and shall reside within the corporate limits of Pine Bluff.

- **Regulating Oversight:**

The Commission operates pursuant to enabling state statute Title 26, Chapter 75, Subchapter 6 of the Arkansas Code, as amended and the City of Pine Bluff Code of Ordinances, Sec. 13-47 through Sec. 13-51. Revenues received are to be utilized for purposes not inconsistent with said statute and ordinances.

Funding Categories:

- 1) **Year-Round Funding:**

Funding for non-profit organizations and public commissions that maintain facilities and/or provide programming designed to provide year-round activities that promote tourism or provide family entertainment to the Pine Bluff area. Facilities must be open and free to the public on a daily basis (special events and programs excluded).

- 2) **Advertising and Publicity:**

Advertising and publicity funds are for promotional purchases for a specific event conducted by an organization. The organization is responsible for design, placement, and funding of the ad(s). Publicity for the event may include, but is not limited to print, tv, radio, billboard, digital, brochures, and posters. The primary goal is to attract tourists to the City of Pine Bluff.

- 3) **Event Operating Expenses:**

Event operating expense funding is for designated expenses for a specific event. Funds expended prior to the event period will not be considered. Event operating expenses funding is subject to the same procedures and criteria for funding as other funding.

- 4) **Seed Money:**

Seed money shall be considered for new events. A new event is defined as an event that is in one to three years of existence. Seed money will be administered to new events only and is limited to a period not more than three years. If granted the first year, the organization should not assume funding for subsequent years and must re-apply each year.

Funding amounts for new events are as follows:

1st year – Up to \$5,000

2nd year – Up to \$2,500

3rd year – Up to \$1,000

GUIDELINES FOR FUNDING REQUESTS (Continued)

The categories listed above are guidelines. The Commission has the authority to vary from these guidelines as deemed necessary to enhance the goals of promoting Pine Bluff.

Use of Funds:

The guidelines for specific use of funds vary by the categories listed previously.

Examples include:

- Advertising and promotion of events (print, tv, radio, billboard, etc.)
- Supplies for events (trophies, banners, etc.)
- Staffing for events **(should be designated for the specific event only and not towards year-round administration funding. Exclusions may apply to applicants as it pertains to year-round project funding in Category #1.)**
- Other items that may be needed to ensure success of the event.

The application for funding MUST include a detailed budget breakdown of use of the funds granted.

The Follow-Up Report (due within 30 days after the event) should include copies of invoices, receipts, and canceled checks to verify the requested use of funds was followed. Any variance may result in the request of the return of funds to the Commission.

Funding Timeframes and Criteria:

1) Application Timeframe:

All requests for funds must be submitted on the official application by **3:00PM Friday, October 18, 2024**. Requests will be reviewed by all A&P Commissioners. The Commission will vote on requests and organizations will be notified by the Commission's Executive Director. Requests will not be considered after an event has already taken place.

2) Economic Impact:

Applications for individual events must substantiate the economic impact of the proposed event as it pertains to the primary mission of the Commission, which is to promote the City of Pine Bluff and to attract tourism to the city. The Commission is particularly interested in how many dollars the event will generate in the local economy. The key criteria may include the number of visitors expected for the event, the number of hotel room nights expected, and anticipated restaurant and retail business spending.

3) Budget:

Applications for individual events must include an attached budget of how the funds will be administered by the requesting organization. Event holders are requested to solicit bids from local vendors.

4) Recognition:

Organizations receiving funding from the Pine Bluff Advertising and Promotion Commission will credit the Commission by displaying the Commission's logo on all banners, social media, websites, print ads, programs, radio advertising, television advertising, and posters. **In essence, all promotion of the event should give credit to the Pine Bluff Advertising and Promotion Commission.** The official logo for printed material is available from the executive director. **Tag lines for radio/television ads should read: "Promotion funding provided by the Pine Bluff Advertising and Promotion Commission."**

GUIDELINES FOR FUNDING REQUESTS (Continued)

5) Indemnification:

All organizations must sign the indemnification agreement contained in the official application to be considered for funding.

6) Compliance:

All events shall abide by local, state, and federal laws. Furthermore, the event shall not be of a questionable nature and may not exclude based on race, creed, sexual orientation, or religion. It must be open to the public and provisions made for that purpose, e.g., handicap facilities and available parking.

7) Year-to-Year Support:

Commission support of an annual event will under no circumstances obligate the Commission to continue support for the event in subsequent years. Organizations should not assume nor budget A&P funding annually. The Commission reserves the right to terminate funding at any time should the Commission deem appropriate. If an event is approved for funding, the organization must read, understand, and comply with the Commissions Funding Guidelines.

8) Disbursement of Funds:

Event funding will be disbursed as follows: Sixty percent (60%) of approved individual event funds will be paid to organizations prior to the actual date of event only from invoice(s) submitted to and approved by the Executive Director. The remaining forty percent (40%) will be paid after the date of the event, upon receipt of the Follow-Up Report (including all required documentation), which is due within 30 days of the completion of the project or event.

Year-Round funding will be disbursed quarterly.

9) ALL events and programming must take place within the 2025 calendar year.

Funding Requirements:

If funding is granted to your organization, the Commission requires:

1. Agreement to abide by all terms specified herein.
2. Agreement that organization bankruptcies or deficits will not be covered by funding.
3. Agreement that a written financial report including details of how the funding was spent will be presented to the A&P Commission (via the Executive Director) within 30 days after the event.
4. Agreement that an attempt will be made to contract with Pine Bluff businesses in regard to food services, lodging, transportation, meeting facilities, equipment, etc.
5. If food vendors will be used for your event, you MUST notify the Executive Director so proper tax information is provided to all participating food vendors.
6. Agreement that all of the above items are adhered to by signature of the organization's agent on the official application.
7. The applicant must acknowledge that any support from the Pine Bluff Advertising and Promotion Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook.
8. Gifts to Commissioners are not allowed.