



## Advertising and Promotion Commission Application for Funding

The Texarkana, Arkansas Advertising and Promotion Commission (A&P Commission) has a funding program where entities may apply for grant monies from the A&P Commission to help offset the cost of their event or program. The primary purpose of this program is to promote the city of Texarkana, Arkansas and attract visitors from outside the Texarkana area. Entities awarded funds must follow all A&P Commission guidelines and requirements to receive allocated dollars.

**Recognition:** Entities receiving funding from the A&P Commission are required to include the “Texarkana: A Side of Goodness” logo on all printed material. Any other use of the logo shall not be used without express consent from the A&P Commission.

**Availability:** Funding is subject to availability of funds.

**Year-to-Year Support:** Past support does not obligate the A&P Commission to continue support in subsequent years. Entities should not assume nor budget A&P support annually.

**Self-Sufficiency:** The A&P Commission funding program is not designed to fund programs or events over a long period of time. The A&P Commission expects programs or events that are funded to be self-sufficient after three (3) years. The A&P Commission may fund entities or events beyond three (3) years on a case-by-case basis.

**Economic Impact:** The purpose of the A&P Commission is to promote the city of Texarkana, Arkansas. It is important for the applicant to provide insight to the proposed event’s economic impact to the city of Texarkana, Arkansas.

**Debts:** It is the sole responsibility of the requesting organization to properly plan their event or project and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility. The A&P Commission will not “bail out” events that incur losses.

**Indemnification:** Organizations agree in writing to indemnify the A&P Commission of any liability associated with the organization or event.

**Freedom of Information Act:** The applicant must acknowledge understanding that any support from the A&P Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Act.

**Written Application and Supporting Documents:** All requests must be submitted using this Application. Additional documentation and information is required as stated in this Application. If this Application is incomplete, the funding request will not be considered.

**This Application must be completed in full and submitted with all applicable documents and information. If this documentation and information is not provided, it will be deemed incomplete and will not be considered.**



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## Applicant Information

**Organization Name:** \_\_\_\_\_

**Type of Organization:** Private \_\_\_\_\_ Non-Profit \_\_\_\_\_

Civic Club \_\_\_\_\_ Governmental \_\_\_\_\_ Religious \_\_\_\_\_

Educational \_\_\_\_\_

Other \_\_\_\_\_ (please identify) \_\_\_\_\_

**Year Organization was established:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

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### Event/Project Information

Event/Program Title: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Location of Event or Program: \_\_\_\_\_  
\_\_\_\_\_

Projected Attendance: \_\_\_\_\_

Is this a first-time event? \_\_\_\_\_ yes \_\_\_\_\_ no

Number of years the event or program has occurred? \_\_\_\_\_

### **Project Summary**

Please describe your event or program on a separate sheet. The summary must include the following:

- Background of your organization and include its purpose.
- A Summary of the event or program and its target audience.
- An explanation of how the funding will directly promote tourism and economic development in Texarkana, Arkansas.
- If the event or program is not funded or partially funded, describe the impact this will have on the event or program.

### **Documents and other Information to be Provided**

Each applicant must provide the following documentation and information:

- A financial statement as of the most recent fiscal year-end.
- A five-year history of the amounts and uses of funds received from the A&P Commission, including results and benefits.
- Status of any unspent Advertising and Promotion funds.
- Total budget of the organization for the period in which funds are to be used.

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## Requesting Organizations Agreement:

It is agreed that, if this Application is granted in full or in part, our organization will adhere to the following:

- Provide a written summation of the event or attraction within 60 days of completion which shall include an attendance and a financial report. This information is subject to the Freedom of Information Act.
- Provide additional information as required by the Texarkana, Arkansas Advertising and Promotion Commission.

We, \_\_\_\_\_ (requesting organization) agree to release the Texarkana, Arkansas Advertising and Promotion Commission, its Commissioners and associates, from any liability related with the organization and/or event for which funds are being requested.

It is agreed that no entity or organization is entitled to funding. The decision of the Advertising and Promotion Commission is final and cannot be appealed.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
Requesting organization president/chair/official

Print name: \_\_\_\_\_ Title: \_\_\_\_\_

**Incomplete applications for funding will not be considered. Please submit all supporting documentation with this application.**

10 copies of the written request should be submitted at time of deadline.

Application and requests should be submitted to:

**Finance Director, TyRhonda Henderson  
City of Texarkana Arkansas  
PO Box 2711  
Texarkana, AR 75504-2711**

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