



Rogers Convention & Visitors Bureau

In Historic Downtown Rogers, Arkansas
At the Rogers-Lowell Area Chamber Of Commerce
317 West Walnut, Rogers, AR 72756
479-636-1240 or 1-800-364-1240
www.RogersLowell.com

Guidelines for Review of Commission Funding Requests

I. Submission of Funding Requests

1. Requests must be received by the Director of the Rogers Convention & Visitors Bureau a minimum of 3 weeks in advance of A&P Commission meetings, and at least 6 weeks prior to date funds are needed.
2. All requests for support will be reviewed by the CVB Director for appropriateness and fund availability prior to going before the Commission for review.

II. Review Approval of Funding Requests

1. Nominal requests for funding (\$200 or less) may be reviewed and approved or dismissed at the discretion of the CVB Director.
2. Funding requests ranging from \$200 to \$500 or which arise with pressing deadlines may be considered and approved or turned down by the CVB Director with input from the Commission Chairperson and/or the Chamber President.
3. Funding requests for amounts greater than \$500 must be brought to a vote at the A&P Commission's regularly scheduled meeting (typically the second Wednesday of each month at 4:30 p.m. at the Chamber of Commerce – please confirm).
4. Funding requests for amounts greater than \$2,500 must be presented in person to the A&P Commission by the requesting organization.
5. All funding and advertising proposals totaling more than \$7,500 must be submitted to multiple agencies for competitive bidding whenever possible.

III. Approval of Funding Requests

1. The primary goal of the A&P Commission is to effectively manage public dollars to increase tourism and economic impact for the city of Rogers. Requests may be dismissed at the discretion of the Commission for reasons including but not limited to timing, frequency of requests and lack of available funds or economic benefit.
2. The A&P Commission is the governing body of the Convention & Visitors Bureau. Funding requests must be directed as such and *not* to the Chamber of Commerce.
3. Requests for support should include one or more of the following impacts:
 - Attraction of visitors and/or overnight guests
 - Economic impact (local spending)
 - Potential for repeat business and return visitors
 - Improvement of city's hospitality and overall public image



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POLICY and APPLICATION FOR ORGANIZATIONAL FUNDING

Written Requests: Organizations requesting Commission support must submit their request to the Commission no later than 60 days prior to the anticipated date the funds will be needed. Requests must be submitted on the Commission's form, but additional pages with explanations will be accepted.

Economic Impact: Written requests must substantiate the economic impact of the proposed event as it pertains to the primary mission of the A&P Commission, which is to promote the city of Rogers to attract tourism and convention markets. The primary question to be considered by the Commission is how many dollars the event will generate in the local economy. The key criteria include number of visitors expected for the event and the total impact on local lodging, restaurant and retail business receipts.

Recognition: Organizations receiving support or funding by the Rogers A&P Commission will credit the Commission only at the request of the Commission and then in a manner approved by the Commission.

Event Plans & Details: The organization seeking support from the Commission will disclose, if requested by the Commission, details of the event program at the time of their request for support.

Budget: The request will include an explanation of how the support or funds will be administered by the requesting organization.

Finance Report/Post Evaluation: The organization receiving Commission funding or promotional support will provide, within 30 days after the end of the event, a financial report, a survey/evaluation of the event with recommendations for improvements and expansions for future events and a disclosure of other funding sources who participated by underwriting the event. All materials will be subject to the Freedom of Information Act. Invoices for expenses dedicated to A&P Commission funds will be paid directly by the Commission to the vendor.

Indemnification: Organizations agree in writing to indemnify the Rogers A&P Commission for any liability associated with the organization and/or the event.

Year-to-Year Support: Commission support of an annual event will under no circumstances obligate the Commission to continued support for the event in subsequent years. Organizations should not assume nor budget Commission support annually. The Commission reserves the right to terminate funding or promotional support at any time the Commission deems appropriate.

Debts: Organizational bankruptcies or event deficits will not be covered by A&P funds. The Commission will not "bail out" events that incur losses. It is the sole responsibility of the requesting organization to properly plan their event and manage their funds in a manner that demonstrates both fiscal accountability and management responsibility.

Eight (8) copies will be presented to the Commission of the organization's request for funds and/or support.

**REQUEST FOR SUPPORT FROM THE
ROGERS ADVERTISING & PROMOTION COMMISSION**

This request is being made by: _____.

Date of request: _____

Background or requesting organization (include community projects, years of operation, purposes of organization): _____

1. Economic benefit to Rogers (list an estimated dollar impact the event will have on the city economy including number of people visiting and number of days/nights they will be in Rogers:

2. Community Development (list ways the requesting organization and event will contribute to the community development of Rogers): _____

3. Describe the event in as much detail as possible: _____

4. Actual monetary support being requested of the Rogers Advertising & Promotion Commission and anticipated date needed. (Payment will only be made directly to the vendor(s) upon receipt of invoice(s) which cover the amount and type of funding agreed to by the Commission. Invoices are to be submitted to the A&P Commission):

Application

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5. Other pertinent information that might facilitate the organization's request for support:

We, _____ (requesting organization) agree to release the Rogers Advertising & Promotion Commission, it's Commissioners and employees, from any liability associated with the organization and/or event for which funds are requested.

Signed _____ Date _____
(Organization President/Chair/Official)

The Rogers Advertising & Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed _____ Date _____
(Requesting Organization)