Camden Advertising & Promotion Commission

Policy on Organizational Funding & Application

Written Request: For consideration of funding, this completed form MUST BE SUBMITTED BY OCTOBER 17TH to the A&P Commission.

BY MAIL TO:
A&P Commission
P.O. Box 278, Camden, AR 71711

OR IN PERSON TO:
Camden City Clerk: Donna Stewart
Camden City Hall
206 Van Buren, Camden AR. 71701

1. **Written Request:** After submitting this written request, ORGANIZATIONS REQUESTING FUNDING FROM CAMDEN A & P COMMISSION should attend a scheduled A & P Meeting a minimum of 60 days (preferably more) prior to the event to allow the A& P Commission 2 meetings to communicate with your organization on its funding. Organizations requesting A & P funding must be a 501©3 organization. It is the responsibility of each organization to supply nine (9) copies to the city clerk at least seven (7) days prior to the meeting to allow all commissioners time to read over the request. Delays in the request can cause a request to not be funded for that year.

2. The organization making the funding request is required to be present or represented at the A&P Commission meeting to present their request and answer any questions that the Commission might have.

3. The organization making funding request **must be explicit** about how the funds will be spent, i.e. **advertising, promotion, and types of promotion.** No open ended request will be funded. Please make sure you are clear on this point as items that are not listed, or are questionable will not be paid. The organization must be very explicit regarding any specific demographic in which they desire promotion. Example: If you are having any event that is connected with a large following in Shreveport, this information should be

given to the agency of record to try to facilitate promotion in areas you feel you need to make a successful event.

4. **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 the advertising and promoting of the city and its environs. The primary question to be considered by the Commission is how many dollars the event will generate in the local economy. The key criteria should include number of visitors expected for the event and the total impact on local lodging, restaurant and retail business receipts.

5. **Recognition:** Organizations receiving support or funding by the Camden A&P Commission, will credit the Commission in all advertising. If your meeting/event includes a program, one half-page ad space must be made available to the Camden A&P Commission at no charge. All advertising should state: "Paid for in part by Camden A & P Commission".

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

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

8. **Finance Report/Post Evaluation:** The organization receiving Commission funding or promotional support will provide, **within 60 days after the event:** A detailed financial report of profits and expenditures. If scholarships are given from the profits then a list of award amounts and the name, address and phone number of recipients need to be included. A survey/evaluation card will be provided to each organization receiving funding. It will be the

responsibility of every organization to make sure the cards are filled out by attendees to the event. A detailed report must be given on the results of the survey at the next A & P Commission meeting following the event. **Any organization failing to provide the above mentioned report to the Commission will not be eligible for funding the following year**. All materials will be subject to the Freedom of Information Act.

9. **Payment Request:** To receive funding your organization will need:

   A. A signed contract (you should receive this on the day the A & P approves funding) for your signature and should be given to the City Clerk.

   B. Invoices are to be sent to the Organization that is facilitating the event for verification.

   C. All invoices for an approved request must be submitted to the Commission for payment NO LATER THAN SIXTY (60) DAYS AFTER THE COMPLETION OF SAID EVENT, and must be verified by the organizer or event chairperson, treasurer and/or board BEFORE being presented to the City Treasurer's office.

   Once approved, payment will be made to the event upon receipt of properly approved invoices **and** a report showing actual expense vs. budget (approved appropriation). For single invoices that fulfill the requested funds, a notation can be made directly on the invoice to satisfy the reporting requirement and payment can be made directly to the vendor if requested. The payment request can be either mailed to the City of Camden, P.O. Box 278 or delivered to the City Treasurer's Office.

   Expenditures that are not verifiable or are not in compliance with the original request may result in a turn back of funds and/or

ineligibility to apply for future funds. If an item is funded by the Commission, it must be given freely, not sold.

The Commission **can-not fund** gift cards, door prizes, award plaques, trophies, or dinners that are not open to the public.

10. **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.

11. Any organization requesting funding must show that the funded event is a public event, in other words, the event must be a public event and not targeted to a particular group. Exceptions to this would be conventions and entertaining of visiting tourism groups.

12. For budgeting purposes, we ask that each organization requesting funds for the next year notify the Commission by **October 17** of the current year if you plan to request funds in the following year.

13. **Debts:** Organization bankruptcies or event deficits will not be covered by A&P funds. The Commission will not "bailout" 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.

14. **Indemnification:** Organizations shall agree to release and indemnify the City of Camden, Camden Advertising and Promotion Commission, it's commissioners, employees, and agents for any costs, liability, or expense arising out of any claims of any person or persons whatsoever by reason of the use or misuse of awarded funds or of operation of the event or otherwise associated with the organization and/or the event.

15. Please note that the application must be completely filled out and include a brief narrative of the event/project and a budget summary, submitted to the City Clerk's office. If the proper paper work with the appropriate number of copies is not received prior to the meeting, your funding request will not be placed on the agenda.

Request for Support from the Camden Advertising & Promotion Commission

This request is being made by:_____

Date of request: _____

Background on requesting organization (include community projects, years of operation, purpose of organization):

_____
_____
_____
_____
_____
_____

1. Economic benefit to Camden (list an estimated dollar impact the event will have on the city economy (examples would be number of people / hotel nights, impact on restaurants & eating establishments, convenience stores, retail etc.):

_____
_____
_____
_____
_____

2. Community Development (list ways the requesting organization and event will contribute to people wanting to visit our town, how does it improve the quality of life, does it encourage visitors to tell others about Camden):

_____
_____
_____
_____

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

_____
_____
_____
_____
_____
_____

4. Actual monetary support being requested of the Camden Advertising & Promotion Commission and anticipated date needed. Payment will only be made directly to the event upon receipt of invoice(s) that have been approved by the organization/event chairperson, treasurer, and/or board, which cover the amount and type of funding agreed upon by the Commission.

NOTE: Brochures, booklets, posters, etc. must be printed in the City of Camden.

Monies spent for hotel accommodations must be used with local hotels within the City
Invoices submitted for payment for these items from outside the City of Camden will not be paid. Exceptions only if services are not available in the City of Camden. If you have any questions please ask before you spend the money.

Invoices, per section 9, are to be submitted to the A&P Commission for payment within 60 days after the event. Mail to P.O. Box 278, Camden, AR 71711 or submit in person to the City Treasurer's Office, 206 Van Buren. Submissions after the 60 days deadline will be rejected.

Amount Requested: _____ Date Needed:_____

Breakout of how money is to be spent:

Advertising expenditure: _____
Type of advertising expenditure **Radio, Newspaper, Television, Other** (Circle)

Promotion Expenditure: _____

If an item is not included in Type of Promotion, it will not be paid.

Type of Promotion: _____

_____

_____

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

_____

_____

_____

_____

_____

We, _____(requesting organization) agree to release and indemnify the City of Camden, the Camden Advertising & Promotion Commission, its Commissioners, employees, and agents from any costs, liability, or expense arising out of any claims by and person or persons whatsoever by reason of the use or misuse of awarded funds, or operation of the event, or otherwise associated with the organization and/or event for which funds are requested. We are aware that our organization/event is responsible for paying any amount that exceeds the amount funded by the Commission.

Signed _____ Date_____

(Requesting organization President/Chair/Official)

Event Contact Name:_____

Event Contact Phone #:_____

Event Contact email address:_____