

# LOWELL ADVERTISING AND PROMOTION COMMISSION CONVENTION/EVENT FUND GUIDELINES

Please read carefully and sign page 7 where indicated. Funding will not be granted unless forms are filled out entirely.

- **ABOUT THE PROGRAM**

The Lowell Advertising and Promotion Commission's Convention/Event Fund (CEF) is designed to assist Lowell in securing and hosting conventions or events that support the mission of the Lowell A to positively impact the Lowell economy through the promotion of the area as a business, retail and convention destination. The funds may also be used to provide additional incentives for acquiring future business for the community, current businesses and Lowell hotels.

- **QUALIFYING FOR FUNDS**

The Lowell A&P will determine the estimated economic impact of the convention/event and the amount contributed is based upon the needs and available funds of the commission and the applicant. Should the convention/event drop below the total estimated economic impact as established in the original funding documentation, a reduction in the CEF contribution can occur. The reduction will be based on actual participation and/or community impact.

Client agrees to only utilize hotels and businesses in Lowell city limits. Hotels and businesses utilized outside of Lowell city limits could result in reduced funding or no funding at all being awarded.

- **FUND USES**

Some of the anticipated uses for this funding assistance include, but are not limited to:

- Underwriting/subsidy for rental space at Lowell businesses, parks, or hotels.
- Underwriting/subsidy for additional services, such as audio visual, meals and transportation.
- Marketing support for convention/event to enhance attendance, such as printing flyers, postcards, postage, etc.

The CEF program is not designed to cover the entire cost of a convention or event. Each applicant shall provide a proposed budget for the convention/event, including planned expenses and revenue.

- **APPLICATION PROCESS**

Complete the CEF application (pages 5-7) and send to the Lowell Advertising and Promotion Commission at least 60 days before the event. The application must be completed in full by the representative of the group and the next person in charge. Incomplete forms or other deviations from

the application format could result in elimination from the funding process. If more space is needed, please attach additional pages or documents to the application.

Funding requests must be submitted by mail or e-mail at least 15 days prior to any A&P Commission meeting to be included on the agenda. (Commission meetings are the fourth Tuesday of each month).

Lowell Advertising and Promotions Commission

Lowell, AR 72745

Email

Phone:

All CEF applications will be considered and awarded by the Lowell A&P Commission. The application must bear the signature of the convention/event planner and the signature of another pertinent person involved. In the event one person no longer is associated with the event, the other signing party assumes the responsibility for compliance with the grant guidelines and procedures. All funds will be paid from vendor invoices only. All CEF requests are subject to availability of funds. Invoices will not be paid until completion of the event unless prior approval of the Lowell A&P Commission.

The organizations responsible for the management of the convention/event will be responsible for ensuring the cost of services (i.e. transportation, audio visual, etc.) is competitive.

Applicants cannot transfer funds from one specific grant project/event to a different project. Any deviation from the CEF application must be submitted in writing to the Lowell Advertising and Promotion Commission. The Lowell Advertising and Promotion Commission must also be notified in writing as soon as possible if the applicant does not plan to use their funds which have been approved. Please submit all vendor invoices to the Lowell A&P Commission as well as all required information. Funds may not exceed the awarded amount. If invoices do not total the amount of the funding allocated, the monies will be put back into the CEF fund for future conventions/events.

Conventions/events must be completed by the stated date of the event and all reimbursement requests shall be submitted to the Lowell Advertising and Promotion Commission within 45 days of the completion of the convention/event and prior to December 31 of the event year. Failure to do so could result in the cancellation of the funding.

Within 15 days of convention/event completion, all grant awardees must provide a summary of the event including:

- Exact number of participants, number of hotel rooms utilized and number of days.
- When applicable, please send a sample of the promotional items used to promote the convention prior to the event

Failure to provide this information could affect future funding

## ADDITIONAL POLICIES

### Indemnification:

Organizations agree to indemnify the Lowell Advertising and Promotion Commission for any liability associated with the organization and/or the event.

## ANNUAL SUPPORT

The Commission support of an annual convention/event will under no circumstances obligate the Commission to continue support for the convention/event in subsequent years. Organizations should not assume nor budget Commission support annually. The Lowell A&P 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 Lowell 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.

## RECOGNITION:

- Must agree to recognize Lowell A&P Commission as a funding source on all printed material and website.
- Please use the available logo from the Lowell A&P Commission for printed materials and website.
- If your organization/event has a website, a visual link to the Lowell A&P website is required
- If your convention/event includes a program, one full page ad space must be made available to Lowell A&P at no charge.

## FREEDOM OF INFORMATION ACT:

Any support received from the Lowell A&P Commission is subject to the

Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook. For additional information, please visit [www.arkansas.gov](http://www.arkansas.gov)

Only return pages 5-7 to Lowell A&P

APPLICATION

I have read and hereby agree to guidelines on pages 1-4, please initial here: \_\_\_\_\_

Lowell Advertising and Promotion Commission Convention/Event Fund Application

Please type or print

Date of Application: \_\_\_\_\_

Convention/Event Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_ Address:

\_\_\_\_\_ City:

\_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Year organization was established: \_\_\_\_\_

Convention/Event Name: \_\_\_\_\_ Year

Established: \_\_\_\_\_ Frequency (semi-annual, etc.): \_\_\_\_\_ Convention/Event Planner:

\_\_\_\_\_ Daytime Phone:

\_\_\_\_\_ Email: \_\_\_\_\_ Cell Phone:

\_\_\_\_\_

Convention/Event Start Date: \_\_\_\_\_

Convention/Event End Date: \_\_\_\_\_

Convention/Event Location: \_\_\_\_\_

Total hotel room demand: \_\_\_\_\_

Convention/Event Program Funds Requested: \$ \_\_\_\_\_

Will this funding decide the convention/event location? Yes No

What other communities are being considered for this convention/event?

\_\_\_\_\_

Give a summary of your event and describe in detail what the funds will be used for (use additional sheets if necessary): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please state how you will recognize the Lowell A&P Commission (printed materials, websites, etc.):

Please attach any past printed materials.

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In order to expedite the processing of this group please provide us with the following information on your organizations past two years of meeting/convention history.

Year \_\_\_\_\_ Month \_\_\_\_\_ Room Pick up (if available) \_\_\_\_\_ Day Pattern \_\_\_\_\_

Where? Hotel \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Room  
Rate \_\_\_\_\_

Hotel Contact \_\_\_\_\_ Phone # \_\_\_\_\_

Did you receive funding from the City or other agency?

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If so, how much? \_\_\_\_\_

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Year \_\_\_\_\_ Month \_\_\_\_\_ Room Pick up (if available) \_\_\_\_\_ Day Pattern \_\_\_\_\_

Where? Hotel \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Room  
Rate \_\_\_\_\_

Hotel Contact \_\_\_\_\_ Phone # \_\_\_\_\_

Did you receive funding from the City or other agency?

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If so, how much? \_\_\_\_\_

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Please attach (must have in order for grant to be processed):

- • Current budget information and proposed budget
- • Last year's program or samples of printed materials for convention/event
- • Attach any sponsorships or source of funding for the event

Please send all completed forms to:

Lowell Advertising and Promotion Commission Lowell, AR 72745

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Title: \_\_\_\_\_