



MENA ADVERTISING

AND PROMOTION

COMMISSION

ADVERTISING FUNDING REQUEST GUIDELINES AND FORMAT INTRODUCTION

The primary goal of the Mena Advertising & Promotion Commission (A&P) is to effectively manage public dollars to increase tourism and economic impact for the City of Mena. The Commission is the body that determines the use of the Advertising and Promotion fund.

The purpose of event funding from the Mena Advertising & Promotion Commission is to stimulate tourism and produce a positive economic impact on the businesses of the city of Mena and present a positive image for Mena.

Mena A&P event funding has limited funds and is not designed to provide total financing for any event or its advertising. However, it serves as an incentive and an endorsement for those organizations that are working toward promoting tourism in the City of Mena.

Assistance may be provided in one or more areas:

- A. SEED MONEY- \$3,000
- B. ADVERTISING AND PUBLICITY- \$750 - \$1,000
- C. A&P EVENT INCENTIVE- \$2,000

The Mena Advertising & Promotion Commission only accepts requests for funding for advertising for annual events **one time during the calendar year**, and this is through the A&P advertising funding request process. All A&P funds awarded for non-A&P events **must be awarded through the A&P funding request process**. Applications and guidelines will be available at the A&P Office or Mena City Hall during business hours between the dates of **February 13, 2025 and March 3, 2025** or can be downloaded from www.visitmena.com. Requests should be submitted to Pasha Watson, A&P Administrator, pasha@visitmena.com, 524-A Sherwood Avenue or 520 Mena Street, Mena, AR 71953 between the dates of **February 13, 2025 and March 3, 2025 for the year 2025**. Submission will not be accepted before **February 13, 2025** and must be turned in to the Mena A&P Commission Office no later than **4:00 p.m. on March 3, 2025**. Three thousand dollars (\$3,000) will be the maximum awarded to any one organization. Requests are reviewed by the Commission only once a year for budgeting purposes.

When considering request for support, the impact on the City of Mena should include one or more of the following:

- Attraction of visitors and overnight guests
- Economic impact (local spending)
- Potential for return visitors
- Improvement of the city's hospitality and overall public image

It is the responsibility of the requestor to show how request for funding meets the criteria of uses for A&P funds (see Funding criteria below).

A&P funds should not be considered for long-term funding of special events or festivals. New festivals and new special events are encouraged to apply for funding during their first three years. Commission support of an annual event will under no circumstances obligate the Commission to continued support for the event in subsequent years. The Commission will sunset funding after three years.

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 funds in a manner that demonstrates both fiscal accountability and management responsibility.

The A&P Commission will only allocate funds supported by vendor/agency invoices and adequate support documentation. Funds will be reimbursed when appropriate invoices are presented. All invoices must be submitted to the Commission for payment no later than sixty (60) days following the event.

REQUEST FOR SUPPORT FROM THE MENA ADVERTISING & PROMOTION COMMISSION

FUNDING CRITERIA:

- One of the objectives of the event should be to attract visitors who will spend the night in local lodging properties. Multi-day events will be viewed more favorability for funding.
- The event should promote the city's brand of "Basecamp for Mountain Adventures".
- The Mena Advertising & Promotion Commission logo must be used on all printing and advertising materials related to your event when A&P funding is used. In print advertising, the statement must be no smaller than 8 point. In audio advertising, the statement must not be under 5 seconds in duration.

This ad paid for in part by the Mena Advertising & Promotion Commission.
For more information, go to visitmena.com.

- All billboards and banners must include the following statement, large enough to be legible from the highway.

Go to visitmena.com for more information.

- Type of advertising, media name, and marketing target must be **submitted to the A&P for approval prior to ordering advertising.**
- All ads, brochures, fliers, etc. must be **submitted to the A&P for approval prior to running.**
- Funding from the A&P Commission of events that will bring in visitors from a **30+ miles from Mena** may be prioritized.
- Funds cannot be used for the production of an event, overhead, design and purchase of event t-shirts, or local marketing and logistics.
- The organization must insure their event is listed on www.visitmena.com “Calendar of Events” with a required reciprocal link from their event page to the Visit Mena website.
- The organization must include the Mena Advertising and Promotion Commission in their list of supporters/sponsors on the promotion of the event.
- Groups should not rely on funding after 3 years.
- The organization must provide additional information as required by the Mena Advertising & Promotion Commission.

ADVERTISING FUNDING APPLICATION

Requests must be typewritten. The signed original application with the event budget plus six (6) copies of all documents of the funding request application should be submitted.

PLEASE ANSWER ALL QUESTIONS

TYPE OF FUNDING REQUESTED: () SEED MONEY; () ADVERTISING AND PUBLICITY; () EVENT INCENTIVE

1. Date of request: _____
2. Amount of Request: \$ _____
3. Organization Name: _____
4. Organization's Address: _____
5. Period of Operation: _____
6. Name of Event:

7. Number of years event has been held: _____
8. Contact Name, Title, Phone No. & Email Address:

9. Type organization: (Check all that apply)
Non-Profit _____ Private Membership _____ Civic Group _____ Religious _____
Corporation _____ Governmental _____ Educational _____ Other _____
10. Telephone: _____ 11. Cell #: _____
12. E-Mail address: _____ 13. Website: _____
14. Address: _____
15. Tax ID number:

16. Type of event and purpose:

17. Location(s) of Event:

18. Date(s) of Event:

19. If annual event, year first held: _____

20. Proposed use of grant funds, if awarded:

21. Proposed use of funds generated by organization/event:

22. Estimate the number of attendees expected:

23. Expected visitor draw (radius/mileage): _____

24. How will you target your marketing to attract visitors:

25. Background of requesting organization (should include community projects, and purposes of organization):

26. History of event:

27. How will your event enhance the city's brand "Basecamp for Mountain Adventures" and promote the theme of Mena as a vacation/tourist destination?

28. What organizations will benefit from this event?

29. If this is a multi-year event what was the prior year's visitor count and how derived?

30. Economic benefit to Mena (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 Mena plus potential shopping and restaurant visitation).

31. Marketing Plan: List and describe individual promotional methods: Advertising-print, social media (paid or free), radio; flyers, public relations, anticipated media exposure.

32. Event Budget: **(Please attach)** Provide full financial disclosure of all revenues and expenses of the event (all funding sources). **(Please attach)**

NOTE: Any request that does not have a detailed budget WILL NOT BE CONSIDERED.

33. Describe the event in as much detail as possible (use additional sheets if needed):

34. Actual monetary support being requested of the Mena A&P Commission and anticipated date needed.

Total Amount Requested: _____ Anticipated Date needed: _____

35. What other sources of revenue are anticipated for this project? (ticket sales, concessions, grants, donations etc.)

36. Will there be sponsors? If so, provide names and their involvement. (funding, door prizes, etc.)

37. Will funding be needed in future years for continued promotion of this project?

38. Has this project received funding from this Commission previously?

NO_____ YES_____ If yes, when and how much? _____

History (List each year funds have been awarded)

39. Will your event influence visitors from outside of Mena to visit our community?

Yes_____ No_____. If yes, what is your estimate of:

- Number of visitors to Mena _____
- Number of visitors to Polk County _____
- Number of visitors outside an 60 mile radius of Mena _____

40. Describe the potential economic impact to:

- Your organization
- _____
- _____
- Local tourism related businesses, including restaurants and lodging
- _____
- _____
- The community in general
- _____
- _____

What methods do you plan to use to track the overall economic impact to each?

41. Will the event proceed if A&P funding is not secured?

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

43. Is your event presently listed on the calendar of events on www.visitmena.com?
NO _____ YES _____

Signed Original Plus Six (6) Copies of Requests should be submitted to:
Pasha Watson, Administrator
pasha@visitmena.com or
Mena Advertising and Promotion Commission
520 Mena Street
Mena, AR 71953

EVENT FOLLOW-UP REQUIREMENTS

The organization receiving Commission funding or promotion support will provide, within 60 days after the end of the event, the following:

Regardless of the type of funding you are awarded, all grantees are required to complete the following steps:

- 1) After the event, the organization is required to provide a Proposed vs Actual Budget and Event Wrap Up report (attendance, etc.) to the A&P Commission. This must occur for funding to be received.
- 3) Turn in receipts for reimbursement with adequate supporting documentation (tear sheets, invoices, cancelled checks) to Pasha Watson at the A&P office in the Mena Depot. No funding will be provided until receipts are turned in.
- 4) All receipts and funding reimbursement requests must be made within 60 days of your event. If receipts are turned in later than 60 days your request can be denied.
- 5) Attendance

All materials will be subject to the Freedom of Information Act

INDEMNIFICATION

We, _____
(requesting organization) agree in writing to indemnify the Mena Advertising and Promotion Commission, its Commissioners and associates, from any liability associated with the organization and/or the event for which funds are being requested.

Signed _____ Date _____

Print Name _____ Title _____

We, _____
(requesting organization) have read the Mission Statement and Guidelines of the Mena Advertising & Promotion Commission and agree to abide by the policy of the Commission. It is understood that a full and complete funding application must be submitted **for each event** for which funds are being requested.

Signed _____ Date _____

Print Name _____ Title _____

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

Decisions are at the sole discretion of the Mena Advertising and Promotion Commission and their decisions shall be final.

Approved:
Mena Advertising & Promotion Commission
Mena A&P Chair Scott Vacca: _____ Date: _____

Accepted by:
Requesting Organization Official: _____ Date: _____

Print Name and Title: _____

Submit invoices to:
Mena Advertising & Promotion Commission
Attention: Pasha Watson
520 Mena Street
Mena, AR 71953

Conclusion – to be completed by A & P Commission

Amount requested \$_____ Total amount approved \$_____

Date approved: _____

Commission comments:

Commission use only: Date Received _____ Event Budget Attached: Yes or No