



# **JONESBORO**

## **ADVERTISING & PROMOTION COMMISSION**

### **2025 GRANT FUNDING APPLICATION**

**PLEASE COMPLETE AND SUBMIT TO:**

**CHRISTY APPLETON, MANAGING AGENT  
JONESBORO ADVERTISING & PROMOTION COMMISSION  
P.O. BOX 1845  
JONESBORO, AR 72401**

**OR DELIVER TO: MAYOR'S OFFICE  
JONESBORO MUNICIPAL CENTER  
300 S. CHURCH STREET  
JONESBORO, AR 72401**

**ALL APPLICATIONS MUST BE SUBMITTED BEFORE  
OCTOBER 1, 2024**

This document contains the guidelines and required forms for application and funding from the Jonesboro Advertising & Promotion Commission. Included are:

1. POLICY FOR FUNDING
2. GUIDELINES FOR FUNDING/USE OF FUNDS
3. APPLICATION FOR FUNDING
4. FUNDING CONTRACT
5. FOLLOW-UP REPORT



## **POLICY FOR FUNDING**

The Jonesboro Advertising and Promotion Commission, in compliance with Arkansas Code, provides funding for the purpose of advertising and promoting events that fit with the Commission's mission of promoting and enhancing Jonesboro for tourism. These funds are available based on the Commission's budgetary ability and on its judgment about the event's merits.

Requests are to be submitted on the official application to Christy Appleton for the Jonesboro Advertising and Promotion Commission no later than October 1. Applications received after October 1 will not be considered for funding.

Final approval of requests will be by vote of the Commission. Funds will be paid to the organizations from the City of Jonesboro if approved by the Commission and will be paid only from an invoice submitted by and approved by the Commission's Agent. All recipients of funds are required to financially account for the funds received no later than 60 days after the date on the Follow-Up Report form.

### **Requests for funding come with the understanding that:**

- The organization will provide evidence that funds were spent on items that would not have otherwise been within the organization's financial reach, and that such funding was not used for routine operating expenses.
- A&P funds cannot be used for organizational administrative salaries.
- The required final report will include an itemized report of all expenses paid from A&P funding.

### **Submit Applications no later than October 1, 2024 to:**

Jonesboro Advertising and Promotion Commission  
P.O. Box 1845 Jonesboro, AR 72403-1845

Or deliver to the Mayor's Office, Municipal Center, 300 S. Church, Jonesboro 72401  
Applications received after the deadline will not be considered.



### **Important considerations for 2025 applicants:**

Funding awards from the Advertising and Promotion (A&P) Commission are based on sponsoring programs and events that provide increased tourism and economic benefit to the greater Jonesboro area. Financial awards are intended to supplement (not subsidize) the organization's budget such that the organization is able to increase the awareness and promotion of their programs.

### **Important Dates to remember for 2025 applicants:**

- 1) All applications for consideration in the 2025 funding cycle are due October 1, 2024. Applications may be delivered to the Mayor's office at the Municipal Center, 300 S. Church, Jonesboro or mailed. Mailed applications MUST be post marked by October 1, 2024. Organizations must provide eight (8) printed copies of their full application or they will not be considered by the A&P Commission.
- 2) If you received A&P Funds last year, the follow-up report for 2024 along with copies of 2024 receipts must be included with your new application. If proper financial documentation isn't supplied, the organization may not be considered in the 2025 funding cycle.
- 3) The A&P Commission will hear presentations after the October 1 deadline. You will be notified in advance of the time to attend this meeting. A presentation is not required, but Commissioners may have questions pertaining to the application.
- 4) Christy Appleton is the managing agent for the A&P Commission Grants Program. Please direct any questions to her at:  
**JonesboroAPCommission@gmail.com (preferable) or 870-926-2626.**



# JONESBORO

ADVERTISING & PROMOTION COMMISSION

## Guidelines for Funding Requests. Adopted 5-31-17

### Commission Overview:

- 1. Purpose:** The purpose of the Jonesboro Advertising and Promotion Commission is to promote tourism in the city and to produce a positive economic impact on the businesses of the City of Jonesboro through the funding of promotion and advertising of events held in the city. Advertising and Promotion funding 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 Jonesboro.
- 2. Commission Make-up:** The Advertising and Promotion Commission members are appointed by the Mayor of the City and approved by the City Council according to Arkansas Advertising and Promotion Act. The Commission is charged with the management of funds generated by the city's four cent hotel/motel tax.
- 3. Regulating Oversight:** The commission and its funding are regulated by the city ordinance created in 2006 under the City Advertising and Promotion Commission Sec 2-431 and 2-432. It is also governed by the state statute known as the Advertising and Promotion Commission Act.

### Funding Categories and Measurement and Goals:

All categories below unless specifically stated, should have the primary goal of promoting tourism to Jonesboro. Primary measurements of these goals are volume increases in hotels, restaurants, and shopping.

- 1. Year-Round Funding:** Funding for organizations designed to provide year-round activities that also promote tourism to the Jonesboro area produced by non-profit organizations. Some examples include: Foundation of Arts and the Downtown Jonesboro Alliance.
- 2. Sporting Events:** The purpose of funding these sporting events is to bring tourism to Jonesboro and help fill hotels, restaurants, and shoppers by visitors that wouldn't normally visit Jonesboro. Examples include: Jonesboro Baseball Boosters, Jonesboro Softball Association, and Arkansas State University Athletics.
- 3. Advertising and Publicity:** Advertising and Promotion funds are for promotional purchases for a specific event and your organization is responsible for design and placement of the ad(s). Publicity for your event may include but is not limited to: newspaper, cable, radio, billboard, direct mail pieces, websites, social media, etc. The primary goal is to attract more tourism to the City of Jonesboro.
- 4. Special Events/Other Activity:** Special events funding is for one-time activities, for example a meeting or convention, and is at the discretion of the A & P Commission. The special event is subject to the same procedures and criteria for funding as annual events.
- 5. Seed Money:** Seed money shall be considered for new events. A new event is defined as an event that is in one to three years of existence. Seed money will be administered to new events only and is limited to a period not more than three years. If granted the first year the organization should not assume funding for subsequent years and must re-apply each year.

### Funding amounts for new events are as follows:

**1st year: Up to \$10,000**

**2nd year: Up to \$5,000**

**3rd year: Up to \$2,500**



# JONESBORO

ADVERTISING & PROMOTION COMMISSION

## Guidelines for Funding Requests (continued)

- 6. Reserve Funding:** At its discretion, the commission shall have the authority to build and maintain a reserve for future projects that may require larger one-time funding. This formula for reserve funding and target balance should be discussed and approved annually at a minimum by the commission.
- 7. Quality of Life Events:** On a limited basis and as remaining funds are available, Quality of Life events can be considered. These are defined as events that may bring only limited impact on tourism but provide improvements to our community.

The categories listed above are used as guidelines. The commission has the authority to vary from these guidelines as deemed necessary to enhance the goals of promoting Jonesboro.

### Use of Funds:

The guidelines for specific use of funds vary by the categories listed above. Examples include:

- Advertising and Promotion of events (Newspaper, TV, Radio, Billboard, social media etc.)
- Supplies for events (Trophies, Banners etc.)
- Staffing for events (should be designated for the specific events only and not towards year-round administration funding. Exclusions may apply to applicants as it pertains to year-round project funding in Category #1.)
- Other items that may be needed to ensure success of the event

The application for funding should include a detailed budget outlining how A&P Funds will be used. The follow-up report (due 60 days after the event) should include receipts to verify the A&P funds were used as specified in the application. Any variance may result in the request of the return of funds to the commission.

### Funding Timeframes and Criteria:

- 1. Application Timeframe:** All requests for funds must be submitted on the official application (found at [www.TourJonesboro.com](http://www.TourJonesboro.com)) no later than October 1 in the year prior to the event. Requests will be reviewed after the October 1 deadline by the Commission at a regular meeting. The commission will rule on requests prior to December 31 and organizations will be notified by the Commission's managing agent. Requests will not be considered after an event has taken place.
- 2. Economic Impact:** Applications 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 Jonesboro and to attract tourism and conventions to the city. The Commission is particularly interested in how many dollars the event will generate in the local economy. The key criteria may include number of visitors expected for the event, the number of room nights expected and restaurant and retail business receipts.
- 3. Budget:** Applications must include an attached budget of how the funds will be administered by the requesting organization. Event holders are requested to solicit bids from local vendors.
- 4. Recognition:** Organizations receiving funding from the Jonesboro A & P Commission will credit the Commission by displaying the Commission logo on all banners, print advertising, programs, radio/television advertising and posters. In essence all promotion of the event should give credit to the Commission. The official logo for printed material is available from the Commission's managing agent or executive director. Tag lines for radio/television ads should read: "Promotional funding provided by the Jonesboro Advertising and Promotion Commission."



### **Funding Timeframes and Criteria (continued)**

- 5. Indemnification:** The organization must sign the indemnification agreement contained in the official application in order to be considered for funding.
- 6. Compliance:** All events shall abide by local, state and federal laws. Furthermore, the event shall not be of a questionable nature and may not exclude race, creed, or religion. It must be open to the public and provisions made for that purpose, e.g. handicap facilities and available parking.
- 7. Year to Year Support:** Commission support of an annual event will under no circumstances obligate the Commission to continue support for the event in subsequent years. Organizations should not assume nor budget funding annually. The Commission reserves the right to terminate funding at any time should the Commission deem appropriate. If an event is approved for funding, the organization must read, understand and comply with the Commission's Funding Guidelines.

### **Funding Requirements:**

If funding is granted to your organization, the A & P Commission requires:

1. Agreement to abide by all terms specified herein.
2. Agreement that organization bankruptcies or event deficits will not be covered by A & P Funding.
3. Agreement that a written financial report including details of how the funding was spent will be presented to the A & P Commission (via the managing agent) within 60 days after the event.
4. Agreement that an attempt will be made to contract with Jonesboro businesses in regard to food services, lodging, transportation, meeting facilities, equipment, etc.
5. Agreement that all of the above items are adhered to by signature of the organization's agent on the official application.
6. The applicant must acknowledge that any support from the Jonesboro Advertising and Promotion Commission is subject to the Freedom of Information Laws as stated in The Arkansas Freedom of Information Handbook.
7. **The applicant must complete a 1099 form.**
7. Gifts to commissioners are not allowed.



## 2025 APPLICATION FOR FUNDING

### REQUESTING ORGANIZATION:

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Tax ID# \_\_\_\_\_ Is this an incorporated non-profit organization? \_\_\_\_\_

### Contact Information:

Primary Contact: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Secondary Phone: \_\_\_\_\_

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

Alternate Contact: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

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

### Current officers (if applicable):

President \_\_\_\_\_

Vice President \_\_\_\_\_

Secretary/Treasurer \_\_\_\_\_

### EVENT DETAILS:

Funding Category as defined in Guidelines (mark all that apply):

Year Round Funding \_\_\_\_\_ Sporting Event: \_\_\_\_\_ Advertising and Publicity \_\_\_\_\_

Special Events/Other Activities \_\_\_\_\_ Seed Money \_\_\_\_\_ Quality of Life \_\_\_\_\_

Other \_\_\_\_\_ (Please explain in Description of event below)



## EVENT INFORMATION

Name of Event \_\_\_\_\_

Event Date \_\_\_\_\_ Years held \_\_\_\_\_ Event Location \_\_\_\_\_

Event Description \_\_\_\_\_

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### FINANCIAL INFORMATION:

Amount Requested: \_\_\_\_\_ Total budget for event: \_\_\_\_\_

What is the **total advertising budget** for this event? \_\_\_\_\_

What are **other funding sources**? \_\_\_\_\_

Is there a ticket price? If so at what level? \_\_\_\_\_

If this event generates a profit, what will the profits be used for? Please detail if these funds will be used **locally** or **outside the Jonesboro area**. \_\_\_\_\_

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**Please attach a copy of the complete budget for this project. Full financial disclosure of all revenues and expenses must be provided. Please specifically detail what items the A&P funds will be used for.**





**POTENTIAL ECONOMIC IMPACT INFORMATION:**

Please describe the potential economic impact to local businesses, specifically hotels, restaurants and shopping. You may attach a separate sheet if necessary.

Number of visitors from the NEA Area to Jonesboro: \_\_\_\_\_  
(Visitors that will come to Jonesboro **but not require an overnight stay**)

Number of visitors from OUTSIDE the NEA Area to Jonesboro: \_\_\_\_\_  
(Visitors that will come to Jonesboro **and have the potential to stay overnight**)

How will you track overall economic impact within the city of Jonesboro (software, ticket sales, promotions with hotels/restaurants)? \_\_\_\_\_

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**Sporting Events:**

Estimated Number of local teams: \_\_\_\_\_ Estimated Local Attendance: \_\_\_\_\_

Estimated Number of visiting teams: \_\_\_\_\_ Estimated non-local attendance \_\_\_\_\_

Players per team: \_\_\_\_\_

Estimated Number of Hotel Nights: \_\_\_\_\_  
(100 people staying 1 night, 2 per room equals 50 hotel nights)

**Please note:** All estimates need to be as accurate as possible. We will request verification in the follow-up report. In the event of significant discrepancies, funds may be requested back, and future funding requests may not be considered. The Commission may, at its own discretion, verify the number of visitors to an event and number of hotel nights.



**Potential Economic Impact Information (continued)**

Use Space Below for any additional information or comments you would like to share or attach a separate sheet.

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Please attach the following required documentation:

- A list of all board members for the organization
- Two prior year's financial statements; copy of audit if applicable
- Articles of Incorporation if applicable
- Proposed Budget
- Proposed itemization of exact use of A&P Funds
- If event was held previously, a copy of the previous year's follow-up report. (This is required to be completed and turned in within 60 days of the event. An additional copy should be attached to the new funding application)
- Eight (8) copies of the full application must be supplied by the requesting organization.



**Please note that the previously listed items are required.** If they are not satisfactorily provided, the commission will consider only on a limited basis if additional funds are available. More weight will be given towards properly documented proposals.

By signing below, I acknowledge that I have prepared this request with correct information to the best of my knowledge. I also agree that I have read the Guidelines for Funding Request and agree to abide by those guidelines. I also agree to provide a follow-up report within 60 days of completion of the event.

By signing below, I also acknowledge that I indemnify the Jonesboro Advertising and Promotions Commission and the City of Jonesboro of any liability associated with the organization or event.

Organization's President \_\_\_\_\_ Date \_\_\_\_\_

Organization's Secretary \_\_\_\_\_ Date \_\_\_\_\_

Return eight printed copies of this completed form and supporting documentation:

Mail to: Jonesboro Advertising and Promotion Commission  
P.O. Box 1845  
Jonesboro, AR 72403-0789

\*must be postmarked by October 1, 2024 for consideration in the 2025 funding cycle

Deliver to: Mayor's Office  
Municipal Center  
300 S. Church  
Jonesboro, AR 72401

Questions can be addressed to Christy Appleton at [JonesboroAPcommission@gmail.com](mailto:JonesboroAPcommission@gmail.com) or by phone 870-926-2626

#### FUNDING CONTRACT

Organization: \_\_\_\_\_ Event: \_\_\_\_\_

Event Date: \_\_\_\_\_ Amount of Agreed Funding: \_\_\_\_\_

Estimated Funding Date: \_\_\_\_\_



## FUNDING CONTRACT

**Amount of Agreed Funding:** \_\_\_\_\_ **Estimated Funding Date:** \_\_\_\_\_ **Event Date:** \_\_\_\_\_

**The Jonesboro Advertising & Promotion Commission (Commission) granted your organization funding not to exceed the amount listed above.** Per the specifics of this contract, the parties agree that the money is to be spent to bring visitors to Jonesboro and/or promote tourism related to the city. If documented costs are less than the approved funding amount, excess funds cannot be used for unapproved items or undocumented costs associated with the project/event.

Disbursements of the funds should be done after the event and upon receipt and itemization of the project cost. This should be consistent with the original approved application attached hereto and incorporated herein as if set word for word. **IF** funding is issued prior to the event, which should be an exception, then an itemization and receipts must be provided to the Commission immediately after the event. If these are not provided in a timely manner or are not consistent with the approved application, the Commission has the authority to request the funds be returned. If the disbursement of funds is made in advance of an event or project and the event/project is cancelled, delayed significantly, or does not occur, all funds disbursed by the Commission shall be returned to the Commission.

By accepting funds from the Commission, you and your organization agree to use any funds received as a result of this contract to assist the Commission in their mission of increasing the economic impact of visitors on the City of Jonesboro. You and your organization must further agree to maintain adequate documentation of the use of the funds provided by the Commission and to provide such documentation at the request of the Commission's representative.

Organizations granted funding from the Jonesboro Advertising and Promotion Commission are required to:

- Return signed funding agreement within 10 days of receipt.
- Include the Jonesboro Advertising and Promotion Commission logo on all published, printed, and online (including social media posts) information.
- If a program is printed grantees receiving at least \$5000 must provide a full-page ad for the Jonesboro Advertising & Promotion Commission at no additional charge. Grants less than \$5000 must provide a half page ad.
- **Supply a completed Follow-up report and reimbursement requests with documentation no later than 60 days after the event or project.**

**I have reviewed the above and understand that disbursement of funds will be based on our organization's compliance with the stipulations noted above.**

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Mail Check to this Address: \_\_\_\_\_

Authorized on behalf of the Jonesboro Advertising and Promotion Commission:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Jerry Morgan, Chairman



**Follow-Up Report and Request for Reimbursement  
(Prepared and Returned within 60 days after the event)**

Event Date: \_\_\_\_\_ Approved Funding: \_\_\_\_\_ Organization: \_\_\_\_\_

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

Event Location: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_ Phone: \_\_\_\_\_

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

For Profit  Not for Profit

**Year-Round Funding:**

Estimated event participants: \_\_\_\_\_

Estimated Hotel Rooms booked: \_\_\_\_\_

**Sporting Event:**

Total Local Teams: \_\_\_\_\_

Total out of town teams: \_\_\_\_\_

Number of Days of Event: \_\_\_\_\_

**Non-Sporting Event Attendance:**

Total Tickets Sold for event : \_\_\_\_\_

Total Registered Participants: \_\_\_\_\_

Total Estimated Attendance: \_\_\_\_\_

Estimated Hotel Room Nights: \_\_\_\_\_

Hotel Rooms Booked per night (est): \_\_\_\_\_

Tickets Sold per day (est): \_\_\_\_\_

Total Attendance, patrons  
and participants \_\_\_\_\_

**Attach the Following:**

- Event Description and Summary. Evaluation of Overall Event. Did it go as planned?
- Copies of all promotional Materials, Advertising, media clips and any other printed mediums that advertised the Jonesboro A&P brand.
- Additional information supportive of event's success in achieving intended results. In regard to the funds requested from the Jonesboro A&P, please provide an itemized list of items funded and receipts associated with those items. I validate that all information contained within this post event report, and its attachments, are accurate and complete.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date