

ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND GUIDELINES

Please read carefully and sign page 4 where indicated.
Funding will not be granted unless forms are filled out entirely.

ABOUT THE PROGRAM

The Rogers Advertising and Promotion Commission's (A&P) Convention/Event Fund (CEF) is designed to assist Rogers in securing and hosting conventions, tournaments, groups, or events that support the mission of Visit Rogers to positively impact the Rogers economy through the promotion of the area as a business, retail, sporting, and convention destination. The funds may also be used to provide additional incentives for the closing and/or confirming of future business for the convention center and Rogers hotels.

FUND USES

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

- Underwriting/subsidy for rental space at convention center or sporting facility
- Underwriting/subsidy for additional services (i.e. audio visual, meals, transportation, etc.)
- Marketing support for events to enhance attendance (i.e. printing flyers, postcards, postage, etc.)

The CEF program is not designed to cover the entire cost of an event. Each applicant shall provide a proposed budget for the event, including planned expenses and revenue. Flyers, printing, and other promotional opportunities are available, based on a decision made by the Rogers A&P Commission.

QUALIFYING FOR FUNDS

- Client agrees to utilize Visit Rogers for any overflow hotel assistance needed to help ensure an accurate room pickup at the end of the event. Events should have a verifiable two-year history for room pickup. Visit Rogers will verify a two-year hotel usage history and economic impact report to reflect this usage. This requirement will be suspended for first-time, new events.
- **Client agrees to only utilize hotels in Rogers city limits. Hotels utilized outside of Rogers city limits could result in reduced funding or no funding at all being awarded. See website for accurate [listing](#) of hotels in the Rogers city limits.**

APPLICATION PROCESS

Complete the application (pages 4-5) and send to the Rogers A&P Commission. **The application must be completed in full by the representative of the group AND the signature of another pertinent person involved.** 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 e-mail or mail by the first Wednesday of the Month to be considered in the same month. Following the completion of your event, you will be required to fill out the Post Event Form on page 6.

All CEF applications will be considered by the Rogers A&P Commission. The application must bear the signature of the 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 CEF requests are subject to availability of funds. The organizations responsible for the management of the event will be responsible for ensuring the cost of services (i.e. transportation, audio visual, etc.) is competitive.

SUBMIT BY E-MAIL:

Meetings, Conventions, Sports,

& Group Tours

Luke Wiggins

Luke@RogersLowell.com

479-619-3191

Leisure & Other

J.R. Shaw

JR@RogersLowell.com

479-619-3183

SUBMIT BY MAIL:

Rogers A&P Commission

317 W. Walnut Street

Rogers, AR 72756

FUNDING AWARD POLICIES

All funds will be paid from vendor invoices only. Invoices will not be paid until completion of the event unless otherwise prior approval of the Rogers A&P Commission is obtained.

Applicants cannot transfer funds from one specific event to a different event. Any deviation from the CEF application must be submitted in writing to the Rogers A&P Commission. The Rogers A&P 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 Rogers 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 events.

Events must be completed by the stated date of the event and all reimbursement requests shall be submitted to the Rogers A&P Commission within 45 days of the completion of the event and prior to December 31st of the event year. Failure to do so could result in the cancellation of the funding.

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

- Exact number of participants
- Number of hotel rooms utilized each night AND number of nights stayed
- When applicable, please send a sample of the promotional items used to promote the convention prior to the event

Should the event drop below the total room minimum as established in the original funding documentation, a reduction in the CEF contribution can occur. The reduction will be based on utilizing the percentage of room's reduction and applying that percentage to reduce the CEF contribution.

Hotel receipt verification required of all hotel rooms utilized if booked outside Visit Rogers housing services.

Failure to provide this information could affect future funding.

ADDITIONAL POLICIES

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

ANNUAL SUPPORT

The Commission support of an annual event will under no circumstances obligate the Rogers A&P Commission to continue support for the event in subsequent years. Organizations should not assume nor budget Rogers A&P Commission support annually. The Rogers A&P Commission reserves the right to terminate funding or promotional support at any time the Commission deems appropriate.

DEBTS

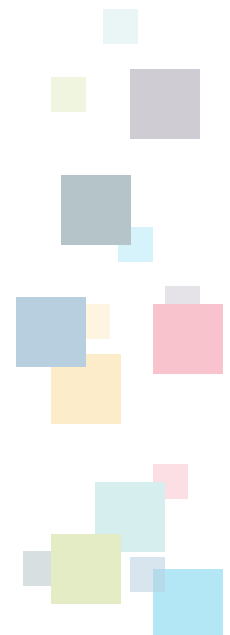
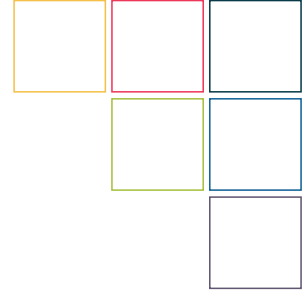
Organizational bankruptcies or event deficits will not be covered by Rogers A&P Commission funds. The Rogers A&P Commission will not "bail out" events that incur losses. It is the sole responsibility of the requesting organization to properly plan their event and manage their funds in a manner that demonstrates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

RECOGNITION

- Agree to recognize Visit Rogers as a funding source on all printed material and website
 - Updated logo can be provided by the Visit Rogers team
- If your organization's event has a website, a visual link to Visit Rogers' website must be included
- If your event includes a program, one full-page ad space must be made available to Visit Rogers at no charge

FREEDOM OF INFORMATION ACT

- Any support received from the Rogers 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.



ROGERS ADVERTISING AND PROMOTION COMMISSION EVENT FUND APPLICATION

PLEASE TYPE YOUR RESPONSES BELOW. IF MORE SPACE IS NEEDED, PLEASE ATTACH ADDITIONAL PAGES OR DOCUMENTS TO APPLICATION.

I have read and hereby agree to guidelines on pages 1-2, please initial here: _____

Date of Application: _____

Organization Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____

Phone: _____

Year Organization was Established: _____

Planner Name: _____ Planner Title: _____

Daytime Phone: _____ Cell Phone: _____

Email: _____

Event Name: _____

Year Event was Established: _____ Frequency (annual, semi-annual, etc.): _____

Event Start Date: _____ Event End Date: _____

Event Location: _____

Convention/Event Program Funds Requested: \$ _____

Total Hotel Rooms Needed: _____ Total Rooms on Peak: _____

Will funding decide the convention/event location? Yes No

Other cities being considered for event: _____

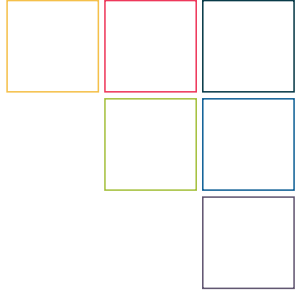
Attachments to be included to process application:

1. Summary of Event: Please describe in detail what the funds will be used for. Included: Yes No

2. Summary stating how Visit Rogers will be recognized. Included: Yes No

Please attach any past printed materials and describe in detail where Visit Rogers will be recognized.

TO EXPEDITE THE PROCESS, PLEASE PROVIDE US WITH THE FOLLOWING INFORMATION ON YOUR ORGANIZATION'S PAST TWO YEARS OF EVENT HISTORY.



Past Event Date: _____ Hotel Pattern (ex: Fri.-Sun.): _____
 Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____
 Host Hotel Name: _____
 City: _____ State: _____
 Room Rate: _____
 Hotel Contact Name: _____ Hotel Contact Phone: _____
 Did you receive funding from the CVB, City or Convention Center? Yes No
 If so, how much?: \$ _____

Past Event Date: _____ Hotel Pattern (ex: Fri.-Sun.): _____
 Total Hotel Room Pickup: _____ Total Hotel Rooms on Peak: _____
 Host Hotel Name: _____
 City: _____ State: _____
 Room Rate: _____
 Hotel Contact Name: _____ Hotel Contact Phone: _____
 Did you receive funding from the CVB, City or Convention Center? Yes No
 If so, how much?: \$ _____

PLEASE ATTACH:

- 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

MUST HAVE IN ORDER FOR GRANT TO BE PROCESSED

PLEASE SEND ALL COMPLETED FORMS TO:

Meetings, Conventions, Sports & Group Tours

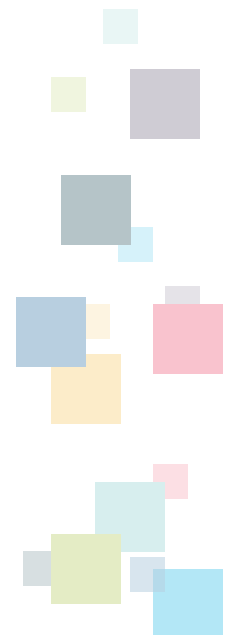
Luke Wiggins
 Luke@RogersLowell.com
 479-619-3191

Leisure & Other

J.R. Shaw
 JR@RogersLowell.com
 479-619-3183

TWO SIGNATURES FROM THE ORGANIZATION ARE REQUIRED FOR APPLICATION TO BE PROCESSED.

Signature: _____ Title: _____
 Printed Name: _____ Date: _____
 Signature: _____ Title: _____
 Printed Name: _____ Date: _____



ROGERS FUNDING FREQUENTLY ASKED QUESTIONS

WHEN IS MY FUNDING APPLICATION DUE?

- Visit Rogers requests that all applications are sent in by the first Wednesday of the month to be considered in the same month. If it is not submitted by the first Wednesday, the application will go on the next month's agenda.

WHEN WILL I KNOW IF MY FUNDING REQUEST WAS APPROVED?

- The Rogers Advertising & Promotions Commission is the governing body of Visit Rogers. They meet on the second Wednesday of each month to vote on funding applications.* Your Visit Rogers representative will reach out after the meeting to let you know the status of your application. **Meeting date subject to change.*

HOW DO I RECEIVE FUNDING PAYMENT?

- Funding is always paid out after an event is held. You will need to submit an official invoice to your Visit Rogers representative with the correct address for the check to be mailed and amount to be paid.
- If you are using the Embassy Suites for your event, you may have your payment subtracted from your final bill. However, you must notify your Visit Rogers representative prior to the event for arrangements to be made in advance.

HOW DO I MAKE SURE THE FUNDING IS PAID AFTER THE EVENT AND NOT VOIDED?

- Please review and follow all procedures listed on the application.
- Use only hotels within Rogers city limits.
 - You may not block or promote hotels not located in Rogers.
 - Within 10 days of completion of event, you must return the post event form with attendee ZIP codes, overall hotel spend for event, number of attendees, and number of rooms actualized in Rogers.

WHY DO I NEED TO PROVIDE ALL THIS INFORMATION AFTER THE EVENT?

- Visit Rogers entire budget, including funding dollars, comes from a 3% tax on hotel rooms within Rogers city limits.
- With the COVID-19 pandemic, Visit Rogers' budget has taken a significant hit and further justification is now needed for us to continue to invest in events.

MY FUNDING IS BASED ON ROOMS NIGHTS ACTUALIZED IN ROGERS. HOW DOES THAT WORK AND WHAT DOES THAT MEAN?

- Actualized room nights is how many rooms your event "picked up" in Rogers. This means how many total rooms were used throughout the duration of your event at any hotel in Rogers.
 - *For example, an attendee who booked one room and stayed three nights generated three "room nights" (1 room x 3 nights = 3 actualized room nights).*
- Visit Rogers will work with our hotel partners to help gather this data, however, only hotel room nights in Rogers hotels count towards your actualization total.
- Often groups have attendees that book at different hotels in Rogers or outside of the block. These room nights still count towards your actualization total; however, they are often hard to track especially if they use a third-party website like Expedia or Hotels.com.
 - Visit Rogers encourages you to ask your attendees to book within the set room block and communicate with you where they stayed to make sure the correct pick up is being reported.
 - If you are aware that you had attendees stay at a specific Rogers hotel, please communicate the number of room nights per night to your Visit Rogers representative and they will try to verify with that hotel to give you credit for those rooms.
 - Visit Rogers can work with you to set up additional room blocks at other hotels if needed.

POST EVENT FORM



Name of Group: _____

Name of Event: _____

Number of Attendees Present at the Event: _____

Number of Hotel Rooms Actualized Per Night:

Date: <i>ex: 1/1/2021</i>							
Rooms: <i>ex: 32</i>							

Visit Rogers is funded by a 3% hotel room tax. Showing a return to our hotels is critical to justifying our investment in your event.

Event Spend in Rogers: _____

Please include all audio/visual, rental, and food & beverage. These figures help us understand the larger impact of your event beyond guest room stays helping to further justify the investment in your event.

Please attach an Excel sheet with the ZIP code of each attendee.

*You do not have to include names or any other personal information of your attendees.
The ZIP codes will only be used for Visit Rogers to understand where attendees are coming from.
The information will not be distributed outside our organization and will not be sold.*

Is your event on Beaver Lake?

If your event is occurring on Beaver Lake,
you must distribute the
VISIT ROGERS SURVEY
to your attendees.

