

Benton Advertising and Promotion Commission
Policy of Application for Funding
Revised June 9, 2021

Written Requests:

An organization requesting Commission support must submit its request to the Commission no later than 90 days prior to the anticipated date the funds will be needed. A request must be submitted on the commission's form; additional pages may be utilized for explanations.

A request must be submitted at least one week before the regularly scheduled meeting of the Commission to the Benton Area Chamber of Commerce office to allow sufficient time for the item to be placed on the agenda. (The Commission currently meets on the third Wednesday of each month.)

Copies of the organization's funding request will be submitted to the Commission for approval. Copies will be available for review at the A & P office.

Commission members will review the request to determine if they are interested in funding the request. However, a request will not be voted on until the meeting following the initial review of the request.

Added Consideration:

The following items will cause a request to receive added consideration: a successful track record, a family audience target, and an event staged within the city limits of Benton when at all possible.

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 to promote the City of Benton, increase economic activity and enhance the quality of life of the city. The primary question to be considered by the Commission is how many dollars the event will generate in the local economy. The key includes: the number of visitors expected for the event and the total impact on local lodging, restaurant and retail business receipts. These estimates are addressed in the Funding Request form.

Budget:

The request will include an explanation of how the support of funds will be administered by the requesting organization. This request must be specific and must detail each amount requested for vendors and the amount for each vendor. Event holders are requested to solicit bids from local vendors, if at all possible.

- First priority for use of Benton A & P funds shall be for Benton based media and vendors.
- Second priority for use of Benton A & P funds shall be for Saline County based media and vendors.
- Third priority for use of Benton A & P funds shall be for media and vendors outside of Saline County.

Recognition:

An organization receiving support of funding by the Benton A & P Commission will recognize the A & P Commission in its program, print ads, website and any other outlet supported by A & P funds.

Planning:

All organizations requesting funding from the A & P should include a pre-event planning sheet with their Request for Funding. It should include vendors, totals and purchases to be made with A & P funds. Please note that these requests can only include advertising and promotion costs for the event.

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 provision made for that purpose, e.g., handicap facilities, available parking, etc.

Payment of Invoices:

Invoices for expenses dedicated to A & P Commission funds will be paid directly by the Commission to the vendor. All invoices must be submitted to the Commission within 60 days of the event or the invoice will not be paid. Pending approval of the invoices, payment will be made. The invoices submitted to the Commission should not exceed the amount approved by the Commission. Documentation of expenditures will be required, e.g., copies of cancelled checks, invoices, etc. No additional funds will be granted. For vendors which require advance payment or payment by credit card at the time of ordering, the organization will have to advance the funds to the vendor. The Commission may reimburse these expenses within 60 days of the event provided the organization provides the following proof of the expense:

- (1) Receipt or other proof of payment;
- (2) Invoice or other proof of the services or the materials which were purchased or supplied;
- (3) Any other documentation requested by the Commission, to ensure the other funding rules of the Commission are adhered to by the organization.

Recap:

Organizations receiving funding from the A & P Commission must complete a post-event overview and submit it to the A & P Commission within 14 days after the event ends. Invoices will not be paid unless this overview is complete. A recap of information contained on the Benton A&P Commission Survey Form should be included in your overview.

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 there will be Commission support annually. The Commission also reserves the right to terminate funding or promotional support at any time should the Commission deem appropriate.