

Russellville Advertising and Promotion Commission
Tourism Grant
Application

Date of Application: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

Project/Event Name: _____

Director: _____

Phone: _____

Project Start Date: _____ Project End Date: _____

Event Location: _____

Will any of these events occur outside Russellville? _____

Tourism Grant Funds requested? \$ _____

Will this funding decide the project/event location? _____

What other communities if any are being considered for this project? _____

Describe in detail what the funds will be used for?

Please attach the following:

- Current budget information for event
- Any literature or programs from previous years event
- A list of any other sponsorships or source of funding for the current project/event (for ex. Entry fees, other grants)

All Applicants requesting funds that exceed \$1999.00 are due October 15 prior to year need the funds.

Please send completed application to:
Russellville Advertising and Promotion
708 West Main
Russellville, AR 72801

Date received in A & P Office: _____ by _____

Russellville Advertising and Promotion Commission
Tourism Grant
Economic Impact

The Russellville Advertising and Promotion Commission is funded by a 3.0% Hotel tax. The mission is to promote Russellville and its environs.

1. Please describe the potential economic impact to
 - Your organization
 - Local tourism related businesses, including lodging and restaurants.
 - The Community in general.

2. Will your project/event influence visitors from outside of Russellville to visit our community? Yes/No

If yes, what is your estimate of:

- Number of visitors out of Pope County: _____
- Number of visitors outside of a 100 mile radius: _____

3. What is the estimated number of lodging rooms that will be used for this project/event?

10-25	26-50	51-100
101-150	151-250	250+

4. What methods do you plan to use to track the overall economic impact of your event to our community?(Ticket sales, entry fees, number of participants)

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Summation of Project or event Support Utilization

Note: Please complete and return to the Russellville Advertising and Promotion Commission within thirty (30) days of the complete of the project or event.

Organizations Name: _____
Contact Name and Title: _____
Telephone and Fax: _____
Address: _____

Type of Project or Event: _____
Location of Project or Event: _____
Date of Event: _____
Number of Attendees: _____
Percent of growth from previous year: _____

What was the number of lodging rooms used in Russellville for this event?

10-25	26-50	51-100
101-150	151-250	250+

Which Hotels/Motels were used?

Were there any fees or charges paid by spectators? _____ If so how much?

Did you use the Russellville Advertising and Promotion Commission logo, website and telephone number as a contact? _____

If yes, please attach a copy of the printed material and/or advertisement.