

# **ARKANSAS TOURISM ATTRACTION FEASIBILITY STUDY MATCHING GRANT PROGRAM**

## ***Rules and Regulations***

### **INTRODUCTION**

Welcome to the Arkansas Department of Parks & Tourism's "TOURISM ATTRACTION FEASIBILITY STUDY MATCHING GRANT PROGRAM." This information is designed to assist you through the application process. If you have questions, please feel free to call or write to: Tourism Attraction Feasibility Study Grant Program; Arkansas Department of Parks & Tourism, Tourism Development Section; One Capitol Mall, Little Rock, Arkansas 72201; Telephone: 501-682-5240; Fax: 501-682-2523.

### **AN OVERVIEW OF THE BASICS**

#### **I. WHO MAY APPLY?**

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##### ***Eligible Applicants***

The only entities eligible to apply for financial assistance for a tourism attraction feasibility study are:

- Incorporated Arkansas Cities
- Arkansas Counties

Unincorporated cities or communities must seek county sponsorship of the study. Of course, incorporated cities may submit a joint application with counties or other incorporated cities for the sponsorship of the study.

##### ***Ineligible Applicants***

The following may not make application for the Tourism Attraction Feasibility Study Grant Program:

- Chambers of Commerce
- Regional Tourist Associations
- Advertising and Promotion Commissions
- Convention and Visitors Bureaus
- Colleges and Universities
- Other private non-profit corporations, foundations, clubs or organizations
- Any other private entity

Only one grant per fiscal year (July 1 - June 30) will be allowed per applicant unless a county is applying on behalf of separate cities. Only one grant per project will be allowed during the life span of the project.

#### **II. HOW MUCH MAY WE APPLY FOR?**

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Applicants may apply for up to \$15,000 in reimbursable matching funds. The applicant must be able to match the grant amount with a like amount of cash. In-kind contributions are ineligible as a match. Other state funds received by a city or county qualifying or utilizing funds under this program are also ineligible as a match. Grant awards will be made to eligible applicants on the basis of available appropriated funds. Each grant will be given on a matching one-for-one basis. For example, if a city applies for \$15,000 in matching funds, it must be able to match the grant with \$15,000.

#### **III. WHAT TYPES OF PROJECTS MAY WE APPLY FOR?**

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Only tourism attraction feasibility studies can be funded through this program. A tourism feasibility study is defined as research conducted for the purpose of determining the possibility and potential of a specific tourism attraction within the city or county boundaries. The feasibility study must include information on market area, the projected market support for the project, demographics of the market, estimated attendance by tourists, travel trends, economic impact of the project on the area, and a conclusion as to whether or not the project would be suitable for the area and be able to support itself financially. Tourism attraction means cultural or historical site, recreational or entertainment facility, area of natural phenomenon or scenic beauty, theme park, amusement or entertainment park, indoor or outdoor play or music show, botanical gardens, or cultural or educational centers.

#### **IV. WHEN IS THE APPLICATION DUE?**

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There will be three grant award periods per fiscal year with a maximum of \$15,000 per grant being awarded. The fiscal year for the Arkansas Department of Parks & Tourism is July 1 through June 30. The deadline for

receipt of applications is 5:00 p.m. on the last Friday in July, the last Friday in September, and the last Friday in November. All applications must be physically received in the Parks & Tourism office by these dates. Applications simply postmarked by these dates are not acceptable. Applications may be faxed to 501-682-2523, but they must arrive prior to the above deadlines. If the application is faxed, all forms containing original signatures must be postmarked on or before the application deadlines.

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## **V. WHERE TO SEND THE APPLICATION:**

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**Tourism Attraction Feasibility Study Grant Program  
Arkansas Department of Parks & Tourism  
Tourism Development Section  
One Capitol Mall  
Little Rock, Arkansas 72201**



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## **VI. HOW THE APPLICATION CAN BE PREPARED:**

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The application can be prepared locally or by consultants (grant preparation cannot be paid for with grant funds). The Tourism Development staff will be available to assist with any questions about the grant application.

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## **VII. WHAT TO INCLUDE IN THE APPLICATION:**

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All requests for state grant funds under this program must be submitted on the enclosed application form. Each applicant must submit a statement of the minutes or administrative order from the governing city or county board approving the matching fund grant request and a statement affirming the amount of funds held by or committed for the project. Each city or county must appoint an agent to act as a coordinator between the city or county and the Arkansas Department of Parks & Tourism. The agent's name, mailing address, and phone number must be listed on the application form. The project title must be listed on the form, and a description of the project must be attached.

A statement of procedures that will be used by the party conducting the study must be submitted with the application. In addition, a summary of how the study will be utilized and benefit the grantee must be submitted. When the study is contracted to a vendor outside of the city or county governmental operation, the name of the professional firm, a brief history and list of clients and experience, and the procedures it will use to perform the study must be presented with the application.

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## **VIII. WHAT ARE OUR OBLIGATIONS?**

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The Tourism Director of the Arkansas Department of Parks & Tourism will appoint a panel to review and approve qualifications of all grant applications. Recommendations by this panel will be made to the Tourism Director or his appointee for the awarding of the grants within fifteen (15) days of the application due date.

All feasibility studies must be completed within 120 days/4 months of the awarding of the grant, or they may be considered void and canceled. The Tourism Director or his appointee may approve an extension of the completion date, but in no case may the completion date be extended beyond June 30 of the fiscal year in which the grant is awarded. Matching funds may only be expended for the purpose as reported in the application and approved by the Tourism Director or his appointee.

In some instances, the Department may require standard or special procedures to be used in completing grants. In such cases, these procedures will be issued before the grant is approved, accepted, and made a part of the application.

A copy of the tourism attraction feasibility study must be submitted to the Arkansas Department of Parks & Tourism within thirty (30) days after its completion. In addition, a summary of how the study will be used must be submitted.

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## **IX. REQUEST FOR PAYMENT:**

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Within thirty (30) days of completion of the study, the city or county must submit the following:

- (1) A completed, legible Request for Payment Form (enclosed), verifying that the city or county has completed and spent at least one-half of the grant amount or total project cost from funds provided by the city or county.
- (2) Copies of itemized invoices reflecting the total cost of the project.
- (3) A copy of the city or county's canceled checks (front and back) or cashier's checks reflecting that one-half or more of the grant amount has been expended as required in the application.
- (4) A copy of the tourism attraction feasibility study and a summary of how the study will be used.

# ARKANSAS TOURISM ATTRACTION FEASIBILITY STUDY MATCHING GRANT APPLICATION

## Application for Funding



Read the accompanying Rules and Regulations carefully.  
See instructions on reverse side and submit completed form to:

Tourism Attraction Feasibility Study Grant Program  
Arkansas Department of Parks & Tourism, Tourism Development Section  
One Capitol Mall, Little Rock, AR 72201  
PH: 501-682-5240 • FAX: 501-682-2523

### Please Print:

**A.** Applicant(s): \_\_\_\_\_  
Project Title: \_\_\_\_\_  
Agent's Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ FAX: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ County: \_\_\_\_\_

**B.** Amount of Funds Requested: \_\_\_\_\_ Total Feasibility Study Cost: \_\_\_\_\_

**C.** Who will be conducting the study? \_\_\_\_\_

Is the firm/person conducting the study outside of your city or county governmental operation?  YES  NO

If yes, please provide answers to the remainder of the questions in Section C, and attach a brief history and a list of clients and experience for the firm conducting the study.

Firm Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

### D. CERTIFICATION BY CHIEF EXECUTIVE OFFICER:

*"I hereby certify that the information contained on this form and the attached documents is true and correct to the best of my knowledge. I understand that this application will be rated on the basis of the information submitted and that the submission of incorrect data can result in this application being withdrawn from consideration for funding. Attached is a statement of the minutes or administrative order from the governing city or county board approving the matching fund grant application and a statement affirming the amount of funds held by or committed for the project. Also attached is a statement of the procedures that will be used by the party conducting the study and a summary of how the study will be utilized."*

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

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

**E.** Application Preparer's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

## ***HOW TO FILL OUT THE APPLICATION FOR FUNDING FORM***

This form is printed on the reverse side, and must be completed in full. The directions for completing this form are listed below.

### ***In Section A:***

- For the applicant(s), list the name(s) of the city or county submitting the application.
- If this is a joint application, each applicant must be listed.
- List the project's title.
- Attach a description of the project.
- For the agent, list the person on staff at the city or county who will be acting as the agent between the city or county and the Arkansas Department of Parks & Tourism.
- List the mailing address, phone number and FAX number of the agent.
- List the agent's e-mail address if applicable.
- List the county where the project will/does exist.

### ***In Section B:***

- List the amount of matching funds requested for the project. The amount of matching funds requested can total no greater than 50%, up to \$15,000, of the total cost of the study.
- List the total cost for the tourism attraction feasibility study.

### ***In Section C:***

- List the party that will be conducting the feasibility study.
- Answer yes or no as to whether the party conducting the study is part of the city or county governmental operation or is an outside firm.
- If the party conducting the study is an outside firm, list the firm name, mailing address (city/state/ZIP), phone number and FAX number.
- Attach a brief history and a list of clients and experience for the outside firm conducting the study.

### ***In Section D:***

- The applicant's Chief Executive Officer must complete this section, including his or her signature, printed name, title and the date signed. The applicant's Chief Executive Officer may be the mayor, city manager, or county judge.
- If this is a joint application, all parties involved must sign the form.
- A statement of the minutes or administrative order from the governing city or county board approving the matching fund grant request and a statement affirming the amount of funds held by or committed for the project must be attached.
- A statement of the procedures that will be used by the party conducting the study and a summary of how the study will be utilized must be attached.

### ***In Section E:***

- This section must contain the name of the person who prepared the application, including a complete address and phone number.

# ARKANSAS TOURISM ATTRACTION FEASIBILITY STUDY MATCHING GRANT PROGRAM

## Request for Payment



Read the accompanying Rules and Regulations carefully.  
See instructions on reverse side and submit completed form to:

Tourism Attraction Feasibility Study Grant Program  
Arkansas Department of Parks & Tourism, Tourism Development Section  
One Capitol Mall, Little Rock, AR 72201  
PH: 501-682-5240 • FAX: 501-682-2523

### Please Print:

Applicant(s): \_\_\_\_\_

Project Title: \_\_\_\_\_

Agent's Name: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail: \_\_\_\_\_

County: \_\_\_\_\_

**The above city/county hereby makes application for a matching fund grant under the provisions of Act 728 of 1999 for the following tourism attraction feasibility study:**

Project Title: \_\_\_\_\_

Total Project Cost: \_\_\_\_\_

Matching Share Claimed: \_\_\_\_\_

**This is to CERTIFY that the above listed feasibility study has been completed and at least one-half of the invoice amount has been paid up to the amount necessary to receive maximum funds. It also CERTIFIES that itemized invoices from the vendor, photocopies of our canceled checks (front and back) or cashier's checks, a copy of the feasibility study, and a summary of the study's usage are attached.**

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

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

***HOW TO FILL OUT THE REQUEST FOR PAYMENT FORM***

- This form is printed on the reverse side of this sheet. It must be completed and turned in to the Arkansas Department of Parks & Tourism within thirty (30) days of the completion of the feasibility study.
- List the name of the applicant(s), as it should appear on the payment voucher from the Arkansas Department of Parks & Tourism.
- List the agent's name—the payment voucher will be sent to this person's attention.
- List the mailing address, phone number, and FAX number for the agent.
- List the e-mail address of the agent if applicable.
- List the county where the project will/does exist.
- List the project title for which the feasibility study was conducted.
- List the total cost of the feasibility study for the project.
- List the matching share claimed—this amount can total no greater than 50%, up to \$15,000, of the total cost of the study.
- The applicant's Chief Executive Officer must provide his or her signature, printed name, title and date signed. The applicant's Chief Executive Officer may be the mayor, city manager, or county judge.
- Attach a copy of the itemized invoice from the party conducting the feasibility study, photocopies of the grantee's canceled checks (front and back) or cashier's checks, a copy of the feasibility study, and a summary of the study's usage.