

# REGIONAL TOURIST ASSOCIATION PROGRAM

THE NATURAL STATE

## TABLE OF CONTENTS

Regional Matching Fund Deadlines.....	2-3
Regional Matching Fund Program Eligibility .....	4
Performance Based Incentive Plan .....	5
Use of Funds Guidelines .....	6-12
Brochures .....	6
Print and Broadcast Advertising.....	7
Internet.....	7
In-Region Advertising Media.....	7-8
Outdoor Media .....	8
Print and Digital Media Kits.....	8
Travel Research Projects.....	8
Membership Fees .....	8
Videos/Photography .....	8
Travel/Trade Shows.....	8-9
Festival/Special Event Promotions .....	9
Professional Contracts.....	9
Membership Recruitment Materials .....	9
Inquiry Response .....	9
In-Room Advertising .....	9
Administrative Expenses.....	10
Other Advertising and Publicity Projects .....	10
Not Eligible For Funding .....	10
How to Proceed .....	11
Application for Matching Fund Payment.....	12
Request for Payment .....	12
Invoices.....	12-13
Proof of Payment .....	13
Documented Proof of Performance .....	13-15
Warrants/Reimbursement Checks .....	15
Project Summary Report.....	15
Forms and Letters .....	16-25
General Information.....	26-27
Legislation .....	28-31

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM**  
**REGIONAL TOURIST ASSOCIATIONS GRANT PROGRAM**  
**RULES & REGULATIONS**

**FISCAL YEAR MATCHING FUNDS DEADLINES**

At its June 1994 meeting, the State Parks, Recreation and Travel Commission requested a monthly report, by region, on compliance with Matching Funds Deadline Requests.

**MAY – WEDNESDAY FOLLOWING THIRD FRIDAY**

- Regional Budgets due to the Department of Parks and Tourism.
  - All associations will submit a Matching Funds Budget for Fiscal Year (Fiscal Form 1, page 18) and a Regional Annual Operational Budget (detailed projection of all estimated income and expenses for the fiscal year.)

**JULY 1**

- Fiscal Year opens.
- Regional Matching Funds Budgets approved by the Department of Parks and Tourism on or before the second Tuesday in July.

**JULY – THIRD FRIDAY**

- Monthly information for June due to the Department of Parks and Tourism.

**AUGUST – THIRD FRIDAY**

- Monthly information for July due to the Department of Parks and Tourism.

**SEPTEMBER – THIRD FRIDAY**

- Monthly information for August due to the Department of Parks and Tourism.

**OCTOBER – THIRD FRIDAY**

- Monthly information for September due to the Department of Parks and Tourism.

**NOVEMBER – THIRD FRIDAY**

- Monthly information for October due to the Department of Parks and Tourism.

**DECEMBER – THIRD FRIDAY**

- Monthly information for November due to the Department of Parks and Tourism.

**DECEMBER – THIRD FRIDAY**

- Mid-Year close. All projects on the Region Matching Funds Budget must be accounted for and reported to the Department of Parks and on Fiscal Form 2 (page 19). A reminder will be sent to your regional contact person two weeks before deadline.
  - Letter to request additional funds should be on file by this date.
  - Deadline to amend Region Matching Funds Budget with new, funded projects.
  - Un-obligated funds will be reallocated to eligible regions, with no one region receiving in excess of 20% of the funds.

**JANUARY – THIRD FRIDAY**

- Monthly information for December due to the Department of Parks and Tourism.

**FEBRUARY – THIRD FRIDAY**

- Monthly information for January due to the Department of Parks and Tourism.

**MARCH – THIRD FRIDAY**

- Monthly information for February due to the Department of Parks and Tourism.

**APRIL – THIRD FRIDAY**

- Monthly information for March due to the Department of Parks and Tourism.

**MAY – THIRD FRIDAY**

- Monthly information for April due to the Department of Parks and Tourism.

**MAY – THIRD FRIDAY**

- Copies of Regional Documents (990, Board of Directors, and current Constitution and Bylaws) need to be submitted.
  - A copy of IRS Form 990 "Return of Organization Exempt from Income Tax"
  - A copy of the region's updated Board of Directors' listing with Executive Committee members and Advertising Committee members identified.
  - A copy of the region's current Constitution and Bylaws.
  - A copy of employment letter.

**MAY – WEDNESDAY FOLLOWING THIRD FRIDAY**

- Regional Association Annual Operational Budget for the upcoming fiscal year and a Matching Funds Budget for the upcoming fiscal year (Fiscal Form 1 on page 18) are due to the Department of Parks and Tourism.
- End-of-Year close. All projects on the Region Matching Funds Budget must be accounted for and reported to the Department of Parks and Tourism on Fiscal Form 3 (page 20).
- Un-obligated funds will be reallocated to eligible regions, with no one region receiving in excess of 20% of the funds.
- Final Requests for Payments due to the Department of Parks and Tourism.
  - Requests received after this date run the risk of not being processed prior to the fiscal year end. (For example, if you inadvertently leave out necessary documentation, there may not be enough time for you to gather it and send it to Parks and Tourism.)

**JUNE – THIRD FRIDAY**

- Monthly information for May due in to the Department of Parks and Tourism.

**JUNE 30**

- Fiscal Year ends.

## **ELIGIBILITY**

(A.C.A. § 15-11-401 et seq.)

- A. To be eligible for matching funds, a regional tourist promotion agency shall first be incorporated as a non-profit corporation under Act 176 of 1963. The corporation shall be open to all interested citizens and residents of counties comprising a natural planning region of this state. The membership in the corporation shall represent counties comprising not less than 50% of the total population of the region.
- B. A regional tourist promotion agency has been established in each of the twelve regions, including all of Arkansas's 75 counties, and provides that any two or more natural planning regions may merge to form a single regional area of the respective regions. But no more than one non-profit corporation will be designated as the regional tourist promotion agency for the combined regions.
- C. A county in one natural planning region may, upon approval of the Department of Parks and Tourism and the State Parks, Recreation, and Travel Commission, join an adjacent natural planning region if and when the county tourist values are more closely identified with the other region.
- D. A copy of incorporation papers, constitution and bylaws of the regional tourist promotion agency, along with a letter of application to be recognized as the tourist promotion agency, will be sent to the Tourism Division of the Arkansas Department of Parks and Tourism. When the Department of Parks and Tourism determines that the constitution and bylaws are in compliance with the rules and regulations established by the Department, that applying corporation will be designated as the participating agency for matching funds in the region.
- E. A region may change its name by a vote of a majority of its Board of Directors and approval from the State Parks, Recreation and Travel Commission. However, no region may change its name more than once within a five-year period.
- F. In order to be eligible for participation in the Regional Matching Funds Grant Program, the regional tourist associations agree to comply with all applicable regulations as set forth in the Arkansas Nonprofit Corporation Act of 1993, the Publicity and Tourism Act of 1937 (and subsequent revisions), and the annual Regional Rules and Regulations as approved by the State Parks, Recreation and Travel Commission.
- G. A regional tourist promotion agency must have at least one board member from each of the counties composing a region. Each board member must either reside, own a business, or be employed in the county he/she represents.

## **PERFORMANCE BASED INCENTIVE PLAN**

### **GOAL**

To enhance the timely communication of performance, marketing, and operational data from the regional tourism associations to Parks and Tourism for planning, analysis, and distribution to the regions in a format that will benefit regional strategic planning and information needs.

### **PROCEDURE: MONTHLY REGIONAL INFORMATION**

Once a month, regional associations will be asked to forward the following information to Parks and Tourism. This data must be received by the deadlines listed so Parks and Tourism staff has the time to analyze and distribute the information to interested individuals. A Performance Based Incentive Form is provided on page 17.

- Minutes of all regional association membership, board of directors and executive board meetings;
- Notification of the date, time and location of the next scheduled meeting, submitted on the form provided;
- The number of inquiries received, submitted on the form provided; and,
- A membership update, submitted on an approved form.

At the first of the fiscal year, a matching grant allocation is available to each region. The amount is equal for each region and subject to budget decisions by the Arkansas State Legislature and the Arkansas Department of Parks and Tourism and approval by the State Parks Recreation and Travel Commission.

If the documentation requested above is received in proper form and content by 5:00 p.m. on the deadline date of each month, the region's grant will remain at the above stated figure. If the region does not provide the complete documentation requested by the deadline established, the region's budget will be suspended until complete information is received.

Should the region choose not to submit this data after being contacted by the Department of Parks and Tourism, its entire regional matching fund may be suspended until information is received.

### **GENERAL REQUESTS AND DEADLINES**

At any time, the Department of Parks and Tourism may ask a regional tourist association for proof of its compliance with the Arkansas Nonprofit Corporation Act (§ 4-28-201 et seq. and § 4-33-101 et seq.) Additionally, the Department may request input on a variety of topics throughout the year. A regional tourist association will be expected to provide information specific to its region on tourism related matters.

## USE OF FUNDS

It is the responsibility of the regional associations to ensure that the rules and regulations are followed for each project before submitting applications for funding.

## REGION BROCHURES

1. Brochures promoting and advertising the recreation and travel attractions of the region should be in full color. A brochure will be considered by the Department of Parks and Tourism as an entire unit. The unit must be clearly travel promotion oriented, designed to promote the entire region. No industrial promotion may be made part of any brochure unless the advertisement or promotion is clearly intended to promote tourism, travel, or vacation business within the region.
2. Out-of-state advertising may be accepted if the following conditions are met:
  - a. Regions may allow out-of-state ads only if the out-of-state facility is in a county that borders the region.
  - b. Ads from another state tourism office will not be allowed.
  - c. Any out-of-state ad must be in good taste and approved in advance by the region's Board of Directors.
3. In order to insure that regional tourist promotion agency brochures are in full compliance with the minimum legal requirements of the Matching Funds Program, it is mandatory that the printer's proofs of all regional agency brochures be submitted to and approved by the Arkansas Department of Parks and Tourism prior to printing and shall include all editorial and private sector content.
4. The brochure's content shall contain no less than 40% editorial. Of the 60% advertising, up to 10% can be two-color.
5. The outside front cover of the regional tourist promotion agency brochures will be for display of non-paid advertisement of a major tourist attraction or scenic view of the region. The cover must be previously approved by a majority of the Board of Directors within the specific association and submitted along with the brochure printer's proofs to the Department of Parks and Tourism prior to printing for approval.
6. All brochures must contain in a prominent location an outline of the state with the individual region comprising all counties clearly defined. This map will indicate major interstate routes and primary roads into the region.
7. Without exception, the Arkansas state outline with region counties and major routes indicated will be made a part of regional materials using matching funds. This codification must contain the following information in a prominent location:
  - Date
  - Quantity printed
  - The words "Printed in USA"
  - The statement in 8 point type in final production, "This brochure is paid for with a combination of state funds and private regional association funds." Regional tourist association name may be substituted for the words "private regional association."  
EXAMPLE: If 50,000 brochures or folders are printed in December of 2011, codification would read: 12-11 50M, Printed in USA.
8. All printer's proofs must also be approved by the Arkansas Department of Parks and Tourism prior to publication.

## **PRINT AND BROADCAST ADVERTISING**

(see also page 14)

Print and broadcast advertising placed outside of the region will be eligible for matching funds.

## **INTERNET**

(see also page 14)

1. Internet sites promoting and advertising the recreation and travel attractions of the region will be allowed. The website will be considered by the Department of Parks and Tourism as an entire unit. The unit must be clearly travel promotion oriented, designed to promote the entire region. No industrial promotion may be made part of any website unless the advertisement or promotion is clearly intended to promote tourism, travel, or vacation business within the region.
2. Out-of-state advertising may be accepted if the following conditions are met:
  - a. Regions may allow out-of-state ads only if the out-of-state facility is in a county that borders the region.
  - b. Ads from another state tourism office will not be allowed.
  - c. Any out-of-state ad must be in good taste and approved in advance by the region's Board of Directors.
3. In order to insure that regional tourist association websites are in full compliance with the minimum legal requirements of the Matching Funds Program, it is mandatory that a draft copy, print or electronic, of the home page and all additional pages be submitted to and approved by the Arkansas Department of Parks and Tourism in advance and shall include all editorial and private sector content.
4. The website's content shall contain no less than 40% editorial.
5. All websites must contain in a prominent location an outline of the state with the individual region comprising all counties clearly defined. This map will indicate major interstate routes and primary roads into the region.
6. Without exception, the following codification must be made a part of regional materials using matching funds. The website must contain the following information in a prominent location:
  - Date created.
  - The statement in 8 point type in final production, "This website is paid for with a combination of state funds and private regional association funds." Regional tourist association name may be substituted for the words "private regional association."

## **IN-REGION ADVERTISING MEDIA**

(see also page 14)

Advertising in out-of-region newspapers, magazines, television, radio and other media that has a circulation or distribution into the State of Arkansas shall not be considered in-region advertising. Advertising based in-region will be considered on a project-by-project basis when the following is submitted to the Department of Parks and Tourism prior to the start of the project:

- Name of the media outlet
- Business address of the media outlet
- Media coverage map (print publications and television broadcast)
- An affidavit from the radio station stating that it meets the minimum power requirements of 500 watts for AM stations or 3,000 watts for FM stations (radio broadcast)

In-region advertising projects for regional tourist associations comprised of 15 or more counties will be considered on a project-by-project basis when submitted to the Department of Parks and Tourism prior to the start of the project.

### **OUTDOOR MEDIA**

Each project will be considered individually by the Arkansas Department of Parks and Tourism upon submission of proposed design and location prior to initiating the program. Billboards need not have the statement "This ad is paid for with a combination of state funds and private regional association funds."

### **PRINT AND DIGITAL MEDIA KITS**

Will contain photographs, news releases, videos, and other promotional materials designed to promote the entire region in either hard copy or digital format. The project must be approved by the Department of Parks and Tourism prior to initiating the program.

### **TRAVEL RESEARCH PROJECTS**

Will be designed to provide accurate data on travel patterns, volume, and expenditures. All information shall be furnished to the Department of Parks and Tourism for its use.

### **MEMBERSHIP FEES**

Membership fees in national and/or regional tourist organizations, such as the Arkansas Travel Council and Arkansas Tourism Development Foundation, will be eligible for matching funds.

### **VIDEOS / PHOTOGRAPHY**

Each project will be considered individually by the Department of Parks and Tourism upon submission.

### **TRAVEL/TRADE SHOWS**

Regional tourist promotion agencies may choose to exhibit at any tourism oriented travel/trade shows by contracting with a show producer. Matching funds will be allowed for the following:

1. Booth and banner design and construction.
2. Expenses incurred for registration, rental space, services such as electricity, carpet, and Wi-Fi, and shipping cost for the booth, brochures, and other promotional materials. Copies of registration form, rental contract, service contracts, and shipping contracts along with a canceled check from the association must be submitted with request for payment.
3. Travel expenditures incurred by the regional representatives who attend travel/trade shows. The Department of Parks and Tourism will only match the authorized rate for meals, lodging, and mileage for state employees. In the event expenses exceed the daily allowance, approval for the exception must be given by the Director or Deputy Director of the Tourism Division prior to travel.



When submitting travel expenses, such as meals, lodging, and mileage, the Travel Expense Reimbursement Form (Form RFP 4) will need to be filled out and submitted with your Regional Tourist Association Matching Fund Application Request for Payment (Form RFP 1). In the event that you exceed the daily allowance for lodging, the bottom half of this form (Form FRP 4) will need to be filled out also. In general, the only exception to exceed the maximum lodging rate shall be those instances in which the hotel rate where the meeting or conference is held exceeds the maximum allowable lodging rate for that area. There are no exceptions to the maximum meal rate.

For travel expense reimbursements, please check with the Department of Parks and Tourism about rates or view Domestic Per Diem rates on the U.S. General Services Administration website at [www.gsa.gov/](http://www.gsa.gov/).

### **FESTIVAL/SPECIAL EVENT PROMOTIONS**

(see also page 14)

Regional matching funds may be utilized for promotion and advertising of a festival or event by a regional tourist promotion association. Festival and event promotion and advertising will be matched only if it is placed outside the region to attract visitors to the event. Promotional items used within the region and promotion at the festival site will not be eligible. All printed materials must contain the statement in 8 point type in final production, "This ad paid for with a combination of state funds and private regional association funds." Regional tourist association name may be substituted for the words "private regional association." These projects must be approved in advance on a project-by-project basis by the Department of Parks and Tourism.

### **PROFESSIONAL CONTRACTS**

The customary (15%) advertising agency commission, artist, photographer, auditor, or other professional contracts such as those dealing with accountability, membership development, coordination, increased exposure, website development, social media management, financial management services, and legal services will be allowed since professional knowledge and expertise can help the region maximize its resources.

### **MEMBERSHIP RECRUITMENT MATERIALS**

Any printed or digital (i.e. CD, DVD) membership recruitment materials, including brochures and postage, approved prior to production by the Department of Parks and Tourism.

### **INQUIRY RESPONSE**

Postage for inquiry fulfillment, regional tourist association website hosting expenses, and telephone expenses will be allowed. To qualify, a landline/cell phone must be registered in the regional tourist association name and identify the association name in its voicemail. Up to 50% of personal cell phone bills that are used for regional tourist association business will be allowed if the association name is identified in its voicemail and the number is identified as belonging to the association in promotional materials.

### **IN-ROOM ADVERTISING**

Each in-room advertising project (i.e. concierge books and hotel closed circuit informational videos) must be submitted to the Arkansas Department of Parks and Tourism in writing prior to beginning the program.

## **ADMINISTRATIVE EXPENSES**

Such as net salary (amount after withholdings), stationery, office rent, or office supplies up to 10% of the total matching funds available for each region will be allowed. Invoices for supplies, or payroll documentation, will be required. A letter of employment is required to be eligible for payroll matching funds (See example letter on page 16). Salary checks must be written at the end of each pay period.

## **OTHER ADVERTISING AND PUBLICITY PROJECTS**

All projects not listed in the Use of Funds section shall be submitted in writing for consideration to the Department of Parks and Tourism in advance of the start of the individual project. Value of each project will be assessed at reasonable fair market value by the Department of Parks and Tourism and only that portion considered to be a reasonable cost will be eligible for matching funds.

## **NOT ELIGIBLE FOR MATCHING FUNDS**

1. Any projects not approved in advance.
2. Meeting expenses
3. Registration and other associated expenses incurred through attendance at the Annual Governor's Conference on Tourism
4. Local (i.e. in-region) media receptions.
5. Familiarization tours, including Department of Parks and Tourism promotional blitzes. Familiarization tours for Department of Parks and Tourism staff are not eligible. When approved in advance, food expenses and activity fees (i.e. fishing guide services) will be eligible for media familiarization tours coordinated by the Regional Tourist Association or the Department of Parks and Tourism.
6. City maps. When submitted for approval prior to beginning the project, Regional Tourist Association ads placed on city maps will be considered on an project-by-project basis.
7. Postage not used for inquiries or membership
8. Envelopes not used for inquiries or membership
9. Donations to any individual or organization
10. Any items produced for re-sale
11. Ads placed in regional tourist association brochures
12. Postage for any entity other than the regional tourist association
13. Brochures, flyers, posters for local businesses
14. Sponsorships
15. Scholarships

## HOW TO PROCEED

- A. Each regional tourist promotion agency will elect or appoint an advertising committee, including at least one member from each county in the region.
- B. The regional advertising committee chairperson will be the coordinating agent between the region and the Department of Parks and Tourism. All regional programs are submitted in writing to the Department of Parks and Tourism through this committee chairperson.
- C. Submissions of proposed programs were due to the Arkansas Department of Parks and Tourism on or before the start of the new fiscal year. The regional advertising committee must submit in advance of use:
  - Preliminary advertising and promotional plans for the region as a whole.
  - An estimate of funds to be raised or pledged.
- D. The region's proposal will be reviewed, and, if approved, funds will be set aside and the region's advertising committee will be notified by on or before the second Tuesday in July. Unless approval is given prior to the commencement of any project, such project may not qualify for matching funds.
- E. Matching funds are only available for projects developed and completed within the fiscal year in which appropriation is made. Reprints of brochures produced in a previous year can qualify upon written approval of the Department of Parks and Tourism, provided the brochure meets the previously listed qualifications.
- F. All projects reimbursed using matching funds shall be subject to audit by the state.
- G. All contracts for goods and services under the matching funds program shall be binding between the regional association and the vendor. In no case will the Department of Parks and Tourism be made a party to any contract.
- H. Each regional tourist association is supported, in part, by public funds. Therefore, the association is required by law to fully comply with all the provisions of Act 93 of 1967, "The Arkansas Freedom of Information Act," as amended, with regard to the information on file both on the local level, and in the Department of Parks and Tourism.

## **APPLICATION FOR MATCHING FUND PAYMENT**

### **GENERAL OVERVIEW**

It is the responsibility of the regional associations to ensure that the rules and regulations are followed for each project before submitting applications for funding.

All invoices and contracts must list the regional tourist association as the payee. The regional tourist association must pay the service provider directly. Upon completion of an approved project, the Regional Advertising Committee will submit to the Department of Parks and Tourism, the following documentation:

- A fully completed, legible Request for Payment Form (Form RFP 1)
- A copy of the invoice for this project
- A copy of the front and back of the regional tourist association's canceled check, a copy of the bank debit report listing payee and amount, or cashier's check, and
- Any documented proof of performance for the project in question.
- Completed project report (Form RFP 2A or 2B)
- A copy of the Department of Parks and Tourism's approval (for projects requiring approval prior to project implementation)

If any of the above documentation is unable to be submitted electronically, the entire application is ineligible for electronic submission.

### **REQUEST FOR PAYMENT FORM – Form RFP 1 (page 21)**

In order to process your request for payment, the date, name of the Association, address, city, zip code, and counties which comprise your region must be filled in.

Next list the project(s) which you are requesting payment for. These project(s) will come from your Region Matching Funds budget, as approved by the Parks and Tourism Department, and need to be listed one per line. Several projects may be listed on the same "Request for Payment" form.

The total cost for each project will come from the invoice you receive from the vendor for this particular project, and needs to be listed following the project for which it applies. This invoice amount may be more than the amount requested for approval.

To calculate the total matching share amount requested, take the total cost, divide by 3, then multiply by 2. Round up to the nearest cent. Total cost of projects is the sum of all approved project costs. List this amount in the appropriate place.

To complete this form, obtain the signature of the association's Advertising Committee Chairperson and the President or Treasurer.

### **INVOICES**

Every Request for Payment Form (Form RFP 1) will be accompanied by an invoice, or itemized statement. This is required for a request to be processed.

Invoices vary greatly, but there is information contained on every invoice which Parks and Tourism needs in order to process a request. This information is:

- The name, address, and phone number of the vendor (payee),
- The name, address, and phone number of the customer (payer),
- An invoice number, date of transaction, and specifically what item, project, or job the vendor is requesting payment for, and
- The cost of each item, project or job, listed individually. Other costs may be included on an invoice, such as tax, freight, or services.
- Previous, current, and ending balances.

Should you deal with a vendor that issues statements, but no invoices, the statement will need to contain the same data listed above for an invoice. Specifically, statements must be itemized.

### **PROOF OF PAYMENT**

No request for payment is complete without a copy of the regional association's canceled check, a copy of the bank debit report listing payee and amount, or cashier's check. Regardless of which form of payment your region prefers, all invoices to which this check applies must be clearly listed, and individually itemized on the front of every check.

Each regional association will submit a copy of a check with its Request for Payment. This copied check, by law, must indicate payment of at least 1/3 of the invoice to which it applies, and needs to include the front and back sides of the check.

Another form of payment acceptable to Parks and Tourism is the cashier's check. In this case, a copy of the front of the cashier's check (not the back), or an actual official duplicate of the cashier's check, is all that is needed to fulfill the payment requirement.

An itemized debit report listing date, payee, and amount from the regional tourist association's bank is acceptable proof of payment when using a debit card. If paying with a credit card, the credit card statement listing date, payee, and amount should be submitted along with proof that the credit card bill has been paid by the association.

Documentation of payment by check from organizations other than the regional association will not be allowed. In other words, the check submitted as payment for a project must be drawn on the regional association's account.

### **DOCUMENTED PROOF OF PERFORMANCE**

In most cases, documentation proving a project submitted for matching funds has been completed is as simple as a copy of the article, ad, brochure or spot. This documentation will accompany your request for payment to the Department of Parks and Tourism.

As there are different media to advertise and promote your region, so are there different requirements concerning the various proofs of performance needed to process your request.

In general, any printed advertisement submitted will include the date, name of publication and copy of the advertisement. For example, a tear sheet from the newspaper, an issue of the magazine, or a section from a tabloid. Photocopies of print ads and printed electronic copies will not satisfy the documentation requirement. Electronic tear sheets, as provided by the issuing agency, must be forwarded as an e-mail attachment to the Department of Parks and Tourism.

When advertising with audio/visual communications, CD/DVD/digital (or current format) copy of the spot must be submitted with your request.

The five most common advertising mediums are discussed below, with examples of each following. When in doubt as to what documentation is needed, call the Tourism Development Manager for clarification.

## **NEWSPAPER**

When advertising in a newspaper, a tear sheet is needed for documentation. To be reimbursed, a tear sheet is to be included from each publication in which the advertisement ran. A tear sheet is a full page including the publication date and the publication name. This may include more than one page, or several sections. A clipped article, ad, or advertorial from the publication is not acceptable documentation.

## **MAGAZINE**

Documentation requirements for magazine advertising mirrors newspaper advertising. The tear sheet from the publication must include a copy of the region's advertising with the publication name and date on the page. If the advertisement tear sheet does not have the name and date on it, include the entire magazine. A clipped ad or advertorial from the publication is not acceptable documentation. Links to electronic issues of magazines must be provided to the Department of Parks and Tourism.

## **RADIO**

When advertising on radio, two forms of documentation are necessary: a script or CD/digital (or current format) copy of the advertisement; and an affidavit of performance. This affidavit must be notarized (notary seal and signature), and contain the signature of the Station Manager. If you advertise 3 messages on 5 stations, then 3 copies of the ad, and 5 signed, dated affidavits of performance are needed.

The ad must include this statement, "This ad paid with state and regional funds."

If radio spots are purchased through an advertising agency, an ad agency invoice would take the place of the affidavit of performance. A script or CD/digital (or current format) copy would still be required.

## **TELEVISION**

When advertising on television, two forms of documentation are necessary: a script or video of the advertisement and an affidavit of performance. Again, this affidavit must be notarized (notary seal and signature), and contain the signatures of the Station Manager.

The ad must include this statement, "This ad paid with state and regional funds."

As with radio advertising, if the regional television advertising is purchased through an ad agency, the ad agency invoice will take the place of the affidavit of performance and a script or video of the ad would still be required.

## **INTERNET**

When advertising on the internet with banner ads or pre-roll video, three forms of documentation are necessary:

- 1) A screen shot of the ad as it appears on the site, including the URL
- 2) A copy of the contractual agreement
- 3) End-of-campaign analytics provided by vendor. Must include, but are not limited to, exit links to region site, page views, and time on site.

When advertising through keyword buys, a detailed invoice including keywords and payment is required.

If the regional internet advertising is purchased through an ad agency, the ad agency invoice will still be required.

### **WARRANTS/REIMBURSEMENT CHECKS**

Warrants/reimbursement checks shall only be released to the region unless otherwise specified in writing to the Arkansas Department of Parks and Tourism.

### **PROJECT REPORT**

The Project Report Form (Form RFP 2A or 2B - pages 22-23) gives the Department of Parks and Tourism and the State Parks, Recreation and Travel Commission an idea of what each region is attempting to achieve with its advertising, the actual result of this effort, and allows the region to track its advertising effectiveness.

This form will accompany your Request for Payment Packet after the completion of each project.

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
SAMPLE OF LETTER OF EMPLOYMENT**

(Date)

Tourism Development Section  
Arkansas Department of Parks & Tourism  
1 Capitol Mall  
Little Rock, AR 72201

To Whom It May Concern:

The *(region's name)* has (# of employees) paid employee(s) for FY13-14 as of this date.

That/those employee(s), *(name of employees)*, serve(s) as (position of employee(s) for the *(name of the region)* and receives a net payment of *(amount of money this/these individual(s) receives per month)* after withholdings, for a total net salary of *(net amount per year)* per year after withholdings.

Sincerely,

(President of Region)



**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
PERFORMANCE BASED INCENTIVE PLAN FORM**

Region Name: \_\_\_\_\_ Due Date: \_\_\_\_\_

**NOTIFICATION OF REGIONAL MEETING \***

\* Meeting notification should be for *future meetings*, not for meetings that have already occurred or will occur before this form is due to Parks and Tourism.

will have a: \_\_\_\_\_ Regular meeting \_\_\_\_\_ No meeting this month  
\_\_\_\_\_ Special meeting \_\_\_\_\_ Court ordered meeting  
\_\_\_\_\_ Annual meeting

to be held: Date of meeting \_\_\_\_\_  
Time of meeting \_\_\_\_\_  
Location of meeting \_\_\_\_\_

**PREVIOUS MEETING MINUTES**

Minutes of the last regular, annual, special, or court ordered meeting are attached: \_\_\_\_\_ Yes \_\_\_\_\_ No  
Date of meeting: \_\_\_\_\_

**MONTHLY INQUIRIES REPORT**

Monthly inquiries, on the approved form, are attached: \_\_\_\_\_ Yes \_\_\_\_\_ No

**MEMBERSHIP INFORMATION**

Number of members at beginning of the month \_\_\_\_\_  
Number of members added during the month + \_\_\_\_\_  
Number of members dropped during the month - \_\_\_\_\_  
Number of members at the end of the month

\_\_\_\_\_  
\*\* Advertising Committee Chairperson (signature)

\_\_\_\_\_  
\*\* President or Secretary (signature)

*\*\* Signatures CERTIFY all of the above information is accurate and submitted in compliance with the Arkansas Nonprofit Corporation Act and the Regional Tourist Association Rules and Regulations. Notification of changes to all of the above information will be submitted in writing to all affected parties in accordance with section 4-33-705 of the Arkansas Nonprofit Corporation Act.*

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
MATCHING FUNDS BUDGET FOR FISCAL YEAR**

In the spaces below, please list all line items for which your region will be requesting state matching funds as reimbursement.

The projects will be reimbursed in the order that you request them. No other priority is placed upon the projects by the Department of Parks and Tourism.

PROJECT	TOTAL COST	REGIONAL MATCHING FUND COST	COMPLETION DATE
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\_\_\_\_\_  
President (signature)

\_\_\_\_\_  
Treasurer (signature)

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
MID-YEAR CLOSE / PROJECT UPDATE REPORT**

Regional Association: \_\_\_\_\_

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

*\*Divide ongoing projects (such as salary, postage, phone bills, etc.) into two projects – one that has been filed and one that has not been filed. Example: Salary July–November and Salary December–June.*

-----  
Project: \_\_\_\_\_

Total Cost: \_\_\_\_\_ State Matching Funds Amount (2/3): \_\_\_\_\_

Completion Date: \_\_\_\_\_ RFP Filed with State? Yes \_\_\_\_ No \_\_\_\_

Reason for not filing: \_\_\_\_\_  
\_\_\_\_\_

-----  
Project: \_\_\_\_\_

Total Cost: \_\_\_\_\_ State Matching Funds Amount (2/3): \_\_\_\_\_

Completion Date: \_\_\_\_\_ RFP Filed with State? Yes \_\_\_\_ No \_\_\_\_

Reason for not filing: \_\_\_\_\_  
\_\_\_\_\_

-----  
Project: \_\_\_\_\_

Total Cost: \_\_\_\_\_ State Matching Funds Amount (2/3): \_\_\_\_\_

Completion Date: \_\_\_\_\_ RFP Filed with State? Yes \_\_\_\_ No \_\_\_\_

Reason for not filing: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
President (signature)

\_\_\_\_\_  
Treasurer (signature)

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
END-OF-YEAR CLOSE / PROJECT UPDATE REPORT**

Regional Association: \_\_\_\_\_

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

-----

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

Total Cost: \_\_\_\_\_ State Matching Funds Amount (2/3): \_\_\_\_\_

Completion Date: \_\_\_\_\_ RFP Filed with State? Yes \_\_\_\_ No \_\_\_\_

Reason for not filing: \_\_\_\_\_

\_\_\_\_\_

-----

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

Total Cost: \_\_\_\_\_ State Matching Funds Amount (2/3): \_\_\_\_\_

Completion Date: \_\_\_\_\_ RFP Filed with State? Yes \_\_\_\_ No \_\_\_\_

Reason for not filing: \_\_\_\_\_

\_\_\_\_\_

-----

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

Total Cost: \_\_\_\_\_ State Matching Funds Amount (2/3): \_\_\_\_\_

Completion Date: \_\_\_\_\_ RFP Filed with State? Yes \_\_\_\_ No \_\_\_\_

Reason for not filing: \_\_\_\_\_

\_\_\_\_\_

-----

\_\_\_\_\_  
President (signature)

\_\_\_\_\_  
Treasurer (signature)

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
MATCHING FUND APPLICATION  
REQUEST FOR PAYMENT**

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

Region Name: \_\_\_\_\_

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

City: \_\_\_\_\_, Arkansas ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

The above Regional Tourist Association, having been duly recognized by the State Parks, Recreation and Travel Commission as the Regional Tourist Promotion Agency for the region composed of the following counties:

\_\_\_\_\_ hereby makes application for a matching fund grant under the provisions of Act 310 of 1969 as amended by Act 336 of 1973 and Act 281 of 1975, for the following project(s) which have been listed in our approved advertising proposal.

<u>Project</u>	<u>Total Cost of Project</u>	<u>2/3 Matching Share</u>
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
Total Cost of Projects.....	\$ _____	
Amount of Matching Funds claimed on this application.....		\$ _____

\_\_\_\_\_ \*\* Advertising Committee Chairperson (signature)      \_\_\_\_\_ \*\* President or Treasurer (signature)

*\*\*Signatures CERTIFY that the above listed projects have been completed and at least one-third (1/3) of the invoice amount has been paid equaling the amount necessary to receive maximum funds. Signed receipts from the vendors and photocopies of our canceled checks, front and back, are also attached as proof of payment.*

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
PROJECT REPORT  
(EXISTING PROJECTS)**

*Submit this completed form along with Form RFP 1. Existing projects are any that your region has performed in the past (Region Brochure, Tour Guide Ad, etc.). Provide information from last year's project if information from this year's project is not available at the time the form is submitted.*

REGIONAL ASSOCIATION: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_

ACTUAL PROJECT COST: \_\_\_\_\_

1. Check the box that best describes your project:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Brochure/Tabloid      | <input type="checkbox"/> Festival Promotion | <input type="checkbox"/> Internet               |
| <input type="checkbox"/> Magazine Ad           | <input type="checkbox"/> Media Kits         | <input type="checkbox"/> Membership Recruitment |
| <input type="checkbox"/> Video / Photography   | <input type="checkbox"/> Newspaper Ad       | <input type="checkbox"/> Outdoor Media          |
| <input type="checkbox"/> Professional Contract | <input type="checkbox"/> Radio Spot         | <input type="checkbox"/> Television Spot        |
| <input type="checkbox"/> Travel Research       | <input type="checkbox"/> Travel Show        | <input type="checkbox"/> Other _____            |

2. Check the box(s) that best describes the region(s) that were targeted:

- |                                    |  |   |
|------------------------------------|--|---|
| <input type="checkbox"/> In-Region | <input type="checkbox"/> National (list) | <input type="checkbox"/> International (list) |
| <input type="checkbox"/> Arkansas  | _____                                    | _____   |
|                                    | _____                                    | _____   |
|                                    | _____                                    | _____   |
| <input type="checkbox"/> Other     | _____                                    |   |

3. Check the box(s) that best describes the tool(s) you used to measure your project for success:

- |   |   |
|---|---|
| <input type="checkbox"/> Amount of Media Coverage     | <input type="checkbox"/> Consumer Focus Group |
| <input type="checkbox"/> Conversion Study             | <input type="checkbox"/> New Memberships Sold |
| <input type="checkbox"/> Number of Attendees at Event | <input type="checkbox"/> Other _____          |
| <input type="checkbox"/> Visitor Inquiries Generated  |   |

4. What was the economic impact this project had on your region? \$ \_\_\_\_\_

5. What were the results of the measurement of this project?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
PROJECT REPORT  
(NEW PROJECTS)**

*Submit this completed form along with Form RFP 1. New projects are any that have not been attempted by your region.*

REGIONAL ASSOCIATION: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_

ACTUAL PROJECT COST: \_\_\_\_\_

1. Check the box that best describes your project:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Brochure/Tabloid      | <input type="checkbox"/> Festival Promotion | <input type="checkbox"/> Internet               |
| <input type="checkbox"/> Magazine Ad           | <input type="checkbox"/> Media Kits         | <input type="checkbox"/> Membership Recruitment |
| <input type="checkbox"/> Video / Photography   | <input type="checkbox"/> Newspaper Ad       | <input type="checkbox"/> Outdoor Media          |
| <input type="checkbox"/> Professional Contract | <input type="checkbox"/> Radio Spot         | <input type="checkbox"/> Television Spot        |
| <input type="checkbox"/> Travel Research       | <input type="checkbox"/> Travel Show        | <input type="checkbox"/> Other _____            |

2. Check the box(s) that best describes the region(s) to be targeted:

- |                                      |  |   |
|--------------------------------------|--|---|
| <input type="checkbox"/> In-Region   | <input type="checkbox"/> National (list) | <input type="checkbox"/> International (list) |
| <input type="checkbox"/> Arkansas    | _____                                    | _____   |
|                                      | _____                                    | _____   |
|                                      | _____                                    | _____   |
| <input type="checkbox"/> Other _____ |  |   |

3. Check the box(s) that best describes the tool(s) you will use to measure your project for success:

- |   |   |
|---|---|
| <input type="checkbox"/> Amount of Media Coverage     | <input type="checkbox"/> Consumer Focus Group |
| <input type="checkbox"/> Conversion Study             | <input type="checkbox"/> New Memberships Sold |
| <input type="checkbox"/> Number of Attendees at Event | <input type="checkbox"/> Other _____          |
| <input type="checkbox"/> Visitor Inquiries Generated  |   |

4. What is the economic impact this project is expected to have on your region? \$\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Attach project approval from ADPT.

**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
REGIONAL TOURIST ASSOCIATIONS  
REQUEST FOR PAYMENT  
CHECKLIST**

*Submit this completed form along with Form RFP 1 for each completed project. If any item is checked "No" call 501-682-5240 before submitting a request for payment.*

**Y N n/a**

- Has each item been paid by ONE-THIRD (1/3)?
- Is an INVOICE attached for each item?
- Are photocopies of *front and back* of REGIONAL TOURIST ASSOCIATION'S CHECK or copy of CASHIER'S CHECK attached?

**For ads, brochures, or printed items:**

- Is copy of each item enclosed?
- Is the following statement on the item in 8 point type?  
*"This ad is paid for with a combination of state funds and private regional association funds."*

**For billboards / outdoor boards:**

- Is a photo of billboard attached?

**For radio and television advertising:**

***If purchased through an advertising agency:***

- Is the agency invoice attached?

***If NOT purchased through an advertising agency:***

- Is a copy of the script or a CD/DVD attached?
- Is the following statement on the ad?  
*"This ad is paid for with a combination of state funds and private regional association funds."*
- Is an affidavit of performance attached?
- Does the affidavit of performance have a notary's seal AND signature, and the signature of the station manager?

**For travel reimbursement:**

- Is Form RFP 4 (Travel Expense Reimbursement) completed and attached?
- Are receipts attached?
- Are photocopies of *front and back* of REGIONAL TOURIST ASSOCIATION'S CHECK reimbursing the traveler attached?



**ARKANSAS DEPARTMENT OF PARKS AND TOURISM  
TOURISM DIVISION  
ARKANSAS REGIONAL TOURIST ASSOCIATIONS  
TRAVEL EXPENSE REIMBURSEMENT**

**REQUEST FOR EXCEPTION TO MAXIMUM DAILY TRAVEL ALLOWANCE**

Name of the meeting, trade show, or convention \_\_\_\_\_ that will be held  
at \_\_\_\_\_ in \_\_\_\_\_ on \_\_\_\_\_  
(Location) (City, State) (Dates)

The quoted daily lodging rate is \_\_\_\_\_ per night. (Attached is a copy of conference registration or information.)

**JUSTIFICATION FOR EXCEEDING THE MAXIMUM DAILY ALLOWANCE WHILE ATTENDING THE ABOVE TRAVEL SHOW:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
SIGNATURE OF TRAVELER DATE SIGNATURE OF ADPT OFFICIAL DATE

DATE	NAME OF TOWN & SHOW VISITED	HOTEL ROOM	MEALS	TOTAL PER DAY	BETWEEN WHAT POINTS		MILEAGE DRIVEN	RATE PER MILE	AMOUNT CLAIMED
					FROM	TO			
SUB-TOTALS				\$	TOTALS FOR MILEAGE				

Signature of Traveler \_\_\_\_\_

SUB-TOTAL \$ \_\_\_\_\_  
MILEAGE CLAIMED \$ \_\_\_\_\_  
TOTAL CLAIMED \$ \_\_\_\_\_

**ARKANSAS REGIONAL TOURIST ASSOCIATIONS**  
**Listing of Regions with Counties**

**Arkansas Delta Byways**

Arkansas County  
Chicot County  
Clay County  
Craighead County  
Crittenden County  
Cross County  
Desha County  
Drew County  
Greene County  
Lee County  
Mississippi County  
Monroe County  
Phillips County  
Poinsett County  
St. Francis County

**Arkansas's Great Southwest Association**

Hempstead County  
Howard County  
Lafayette County  
Little River County  
Miller County  
Nevada County  
Sevier County

**Arkansas' Land of Legends**

Cleveland County  
Grant County  
Jefferson County  
Lincoln County

**Arkansas River Valley Tri-Peaks Region**

Conway County  
Johnson County  
Logan County (East Side)  
Perry County  
Pope County  
Yell County

**Arkansas' South Tourist Association**

Ashley County  
Bradley County  
Calhoun County  
Columbia County  
Dallas County  
Ouachita County  
Union County

**Diamond Lakes Association**

Clark County  
Garland County  
Hot Spring County  
Montgomery County  
Pike County

**Greers Ferry Lake / Little Red River Association**

Cleburne County  
Van Buren County  
White County  
Woodruff County

**Heart of Arkansas Travel Association**

Faulkner County  
Lonoke County  
Prairie County  
Pulaski County  
Saline County

**Northwest Arkansas Tourism Association**

Benton County  
Carroll County  
Madison County  
Washington County

**Ozark Gateway Tourist Council**

Fulton County  
Independence County  
Izard County  
Jackson County  
Lawrence County  
Randolph County  
Sharp County  
Stone County

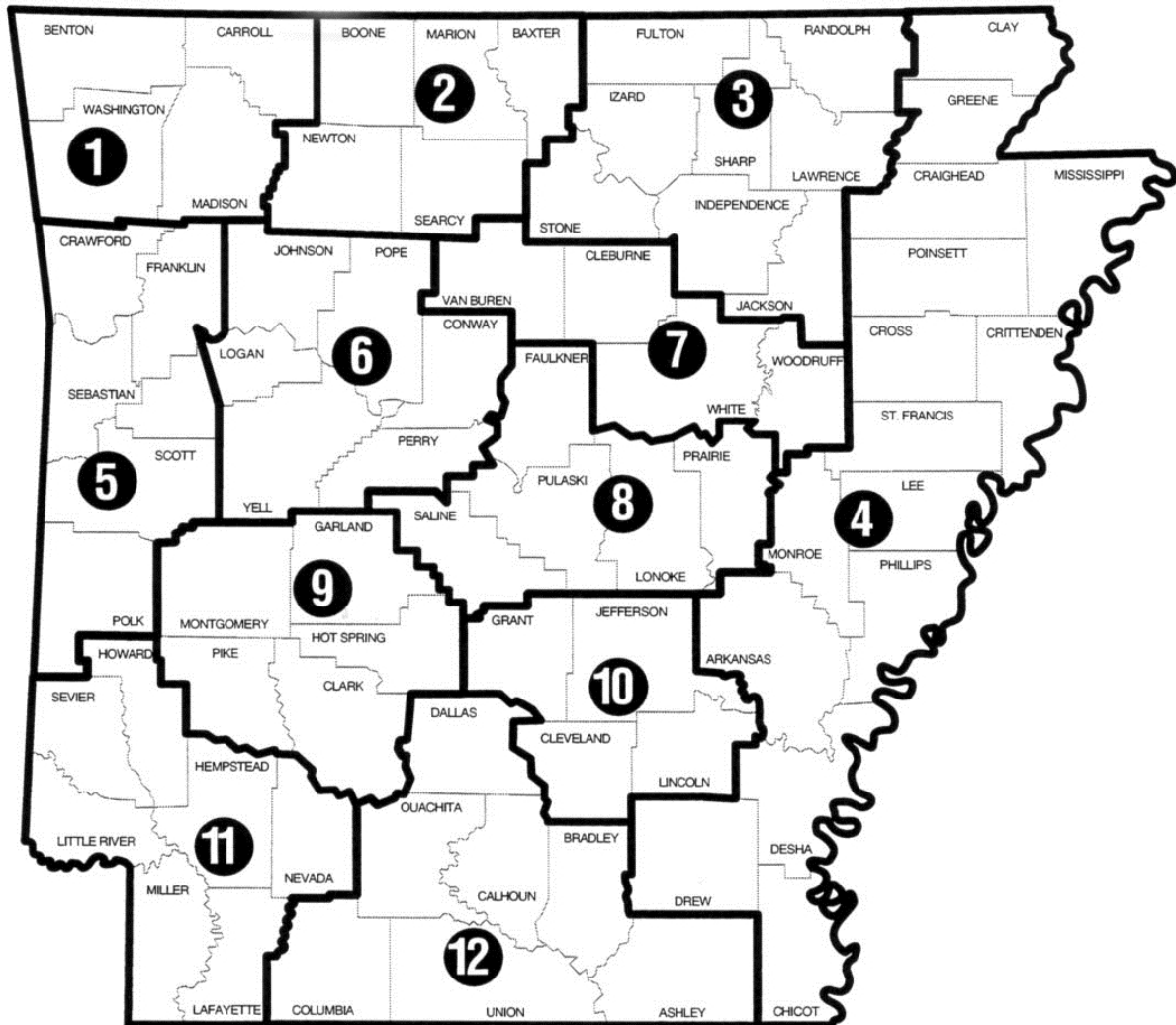
**Ozark Mountain Region**

Baxter County  
Boone County  
Marion County  
Newton County  
Searcy County

**Western Arkansas' Mountain Frontier**

Crawford County  
Franklin County  
Logan County (West Side)  
Polk County  
Sebastian County  
Scott County

## ARKANSAS REGIONAL TOURIST ASSOCIATIONS



- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Northwest Arkansas Tourism Association</li> <li>2. Ozark Mountain Region</li> <li>3. Ozark Gateway Tourist Council</li> <li>4. Arkansas Delta Byways Region</li> <li>5. Western Arkansas' Mountain Frontier</li> <li>6. Arkansas River Valley Tri-Peaks Region</li> <li>7. Greers Ferry Lake &amp; Little Red River Association</li> </ol> | <ol style="list-style-type: none"> <li>8. Heart of Arkansas Travel Association</li> <li>9. Diamond Lakes Association</li> <li>10. Arkansas' Land of Legends Travel Association</li> <li>11. Arkansas' Great Southwest Recreation Association</li> <li>12. Arkansas' South Tourism Association</li> </ol> |
|--|--|

## **REGIONAL TOURIST ASSOCIATION GRANT PROGRAM LEGISLATION**

Title 15 Natural Resources and Economic Development  
Subtitle 1. Development Of Economic And Natural Resources Generally  
Chapter 11 Publicity And Tourism  
Subchapter 4 -- Regional Tourist Promotion Agencies

[A.C.A. § 15-11-401](#) (2012)  
15-11-401. Definitions.

As used in this subchapter:

(1) "Commission" means the State Parks, Recreation, and Travel Commission or the Department of Parks and Tourism or any successor agency designated by law to promote tourist travel and vacation business in Arkansas;

(2) "Natural planning regions" means the respective counties composing each of the fourteen (14) natural planning regions as defined by the Arkansas Economic Development Council and which are outlined on the records and maps maintained by the Arkansas Economic Development Council as natural planning regions of this state existing on August 6, 1969;

(3) "Regional tourist promotion agency" means a corporation organized pursuant to the provisions of the Arkansas Nonprofit Corporation Act, § 4-28-201 et seq., or the Arkansas Nonprofit Corporation Act of 1993, § 4-33-101 et seq., established for the purposes authorized in this subchapter and which is recognized by the commission or its successor agency as qualifying under the provisions of this subchapter; and

(4) "Tourism division" means the Tourism Division of the Department of Parks and Tourism or its successor agency.

HISTORY: Acts 1969, No. 310, § 1; A.S.A. 1947, § 9-221; Acts 1995, No. 1296, § 49; 1997, No. 540, § 38.

[A.C.A. § 15-11-402](#) (2012)  
15-11-402. Formation.

(a) (1) Any group of interested citizens and residents of counties composing a natural planning region of this state and who are residents of counties representing not less than fifty percent (50%) of the total population of the region, but in no event fewer than fifteen (15) individuals, who shall form a nonprofit corporation pursuant to the provisions of the Arkansas Nonprofit Corporation Act, § 4-28-201 et seq., for the purpose of promoting tourist travel and vacation business in the counties composing the natural planning region and whose charters, bylaws, and purposes are in compliance with the rules and regulations promulgated by the State Parks, Recreation, and Travel Commission or the Department of Parks and Tourism pursuant to the provisions of this subchapter may apply for recognition by the commission as a regional tourist promotion agency under this subchapter.

(2) However, upon approval of the commission, a county in one (1) natural planning region of the state may be included within the area composing a different and adjacent natural planning region if and when experience establishes that the county tourist values are more closely identified with the other region.

(b) (1) In addition, any two (2) or more natural planning regions may merge to form a single regional tourist agency to represent the total area of the respective regions.

(2) However, no more than one (1) nonprofit corporation may be designated as the regional tourist promotion agency for the combined regions.

HISTORY: Acts 1969, No. 310, § 2; A.S.A. 1947, § 9-222.

[A.C.A. § 15-11-403](#) (2012)

15-11-403. Designation.

(a) The State Parks, Recreation, and Travel Commission or the Department of Parks and Tourism, upon receipt of a copy of incorporation papers, constitution, bylaws, and resolutions, if any, of a nonprofit corporation applying for recognition as a regional tourist promotion agency under the provisions of this subchapter, is authorized to designate the applying corporation as a regional tourist promotion agency under the provisions of this subchapter, provided that the commission shall determine:

(1) That the applying agency is established under the Arkansas Nonprofit Corporation Act, § 4-28-201 et seq., and has a constitution and bylaws governing the activities and purposes of the corporation which are in compliance with the rules and regulations of the commission established in furtherance of the purposes of this subchapter;

(2) That the charter, constitution, or bylaws of the applying agency provide for the selection of a board of directors and successor members on the boards, of persons who have demonstrated knowledge of and interest in the tourist travel and vacation business in the various counties composing the region to be served by the agency; and

(3) That the applying agency has furnished a proposed plan and demonstration of financial resources to establish and promote an active tourist travel and vacation business promotion program within the region as provided in this subchapter.

(b) Upon determining that an applying corporation is eligible for designation as a regional tourist promotion agency under the provisions of this subchapter, the State Parks, Recreation, and Travel Commission, upon a majority vote of the full membership of the commission, shall designate the agency as the participating agency under the provisions of this subchapter for the region and shall certify that fact to the applying agency.

(c) The commission is authorized to revoke its designation of any regional tourist promotion agency or to suspend the agency from participation in the provisions of this subchapter whenever the commission shall determine that the agency is not complying with this subchapter or with the rules and regulations of the commission or has failed to comply with the terms of any grant made to the agency pursuant to the provisions of this subchapter.

HISTORY: Acts 1969, No. 310, § 3; A.S.A. 1947, § 9-223.

[A.C.A. § 15-11-404](#) (2012)

15-11-404. Administrative agency.

The Tourism Division of the Department of Parks and Tourism is designated as the administrative agency of this state to act under the authority of the State Parks, Recreation, and Travel Commission or the Department of Parks and Tourism in administering the provisions of this subchapter.

HISTORY: Acts 1969, No. 310, § 7; 1975, No. 281, § 1; A.S.A. 1947, § 9-227; Acts 1995, No. 1296, § 50.

[A.C.A. § 15-11-405](#) (2012)

15-11-405. Grants generally.

(a) All grants under the provisions of this subchapter shall be on a matching basis with the applying agency furnishing one-third (1/3) of the funds and the state grant being two (2) times the amount of the funds supplied by the applying agency.

(b) Upon approval of each application and the making of a grant by the State Parks, Recreation, and Travel Commission in accordance therewith, the State Parks, Recreation, and Travel Commission or the Department of Parks and Tourism shall give notice to the applying regional tourist promotion agency of the approval and grant and shall direct the regional promotion tourist agency to proceed with its promotional program as described in its application and to use therefor funds allocated by the regional tourist promotion agency for such purposes.

(c) Upon the furnishing of evidence to the commission that the particular regional tourist promotion agency has proceeded in accordance with the terms of the application, the grant allocated to the agency shall be paid to the agency by the Tourism Division of the Department of Parks and Tourism.

HISTORY: Acts 1969, No. 310, § 7; 1975, No. 281, § 1; A.S.A. 1947, § 9-227; Acts 1995, No. 1296, § 50.

[A.C.A. § 15-11-406](#) (2012)

15-11-406. Grants from Department of Parks and Tourism.

(a) Upon approval of the State Parks, Recreation, and Travel Commission, the Department of Parks and Tourism is authorized to make grants from funds specifically appropriated for such purposes to regional tourist promotion agencies, to assist such agencies in the financing of promotional and advertising programs, and to encourage and stimulate tourist travel and vacation business within the region.

(b) However, before any such grant may be made:

(1) (A) The regional tourist promotion agency shall have made application to the commission or the department for such a grant and shall have set forth therein the promotion and advertising program and project proposed to be undertaken for the purpose of encouraging and stimulating the tourist travel and vacation business within the region.

(B) The application shall further state, under oath or affirmation, the amount of funds held by or committed or subscribed to the regional tourist promotion agency for application to the purposes described in this section and the amount of the grant for which application is made; and

(2) (A) If after review of the application the commission is satisfied that the program of the regional tourist promotion agency appears to be in accord with the purposes of this subchapter, the commission shall authorize the making of a matching grant to the regional tourist promotion agency equal to the funds of the agency allocated by it to the program described in the application.

(B) However, the state grant shall not exceed an amount equal to the total amount apportioned to the region as outlined in this subchapter.

HISTORY: Acts 1969, No. 310, § 4; 1971, No. 368, § 1; 1973, No. 336, § 1; A.S.A. 1947, § 9-224.

[A.C.A. § 15-11-407](#) (2012)

15-11-407. Federal funds.

(a) The State Parks, Recreation, and Travel Commission or the Department of Parks and Tourism is authorized to accept gifts, grants, or donations from the federal government or agencies thereof, and some private individuals, foundations, or concerns to be used in furtherance of the purposes of this subchapter.

(b) (1) The commission shall annually review the amount of funds appropriated by the General Assembly and other funds that may be available therefor.

(2) (A) It shall apportion the funds at the beginning of each fiscal year on an equal basis to the various participating regional tourist promotion agencies or associations recognized by the commission.

(B) However, each region shall be eligible for at least one thousand dollars (\$1,000) annually but shall not be eligible for more than twenty percent (20%) of the appropriation made to the commission for the purposes set forth in this subchapter.

HISTORY: Acts 1969, No. 310, § 5; 1973, No. 336, § 2; A.S.A. 1947, § 9-225.

[A.C.A. § 15-11-408](#) (2012)

15-11-408. Matching state funds -- Use, reversion, and reallocation.

(a) (1) The State Parks, Recreation, and Travel Commission shall promulgate reasonable rules and regulations regarding the use of matching funds that are available to the respective regional tourist promotion agencies.

(2) The funds available to each regional tourist promotion agency may be used for needed approved tourist promotion and advertising or research programs designed to encourage and stimulate the visitor and vacation business within the region and for operational and administrative expenses, as may have been approved by the commission or the Department of Parks and Tourism.

(b) (1) Matching funds available for operational and administrative expenses shall be limited to ten percent (10%) of the funds allocated to the regional tourist promotion agency.

(2) It is the intent of this section that no more than ten percent (10%) of the funds made available to a regional tourist promotion agency shall be used for operational or administrative expenses.

(c) (1) After six (6) months, unused state funds allocated to a regional tourist promotion agency shall revert to the commission to be reapportioned on a pro rata basis to participating regional tourist promotion agencies with active programs.

(2) However, no one (1) agency shall receive in excess of twenty percent (20%) of the funds appropriated for grants under the provisions of this subchapter.

(d) In the event sufficient regional or local funds cannot be raised to match the state funds appropriated for the matching fund program by January 1 of each year, those state funds not applied for shall revert to the advertising and promotion budget of the Tourism Division of the Department of Parks and Tourism.

HISTORY: Acts 1969, No. 310, § 6; 1971, No. 368, § 2; 1973, No. 336, § 3; A.S.A. 1947, § 9-226; Acts 1991, No. 283, § 1; 1995, No. 1296, § 50.

[A.C.A. § 15-11-409](#) (2012)

15-11-409. Investigations and audits.

The State Parks, Recreation, and Travel Commission or the Tourism Division of the Department of Parks and Tourism from time to time may make such investigations and audits and require each participating agency to furnish such evidence or proof to determine that all funds granted under the provisions of this subchapter are being handled and expended for the purposes as approved by the commission or the Department of Parks and Tourism in awarding the grant.

HISTORY: Acts 1969, No. 310, § 7; 1975, No. 281, § 1; A.S.A. 1947, § 9-227; Acts 1995, No. 1296, § 50.

[A.C.A. § 15-11-410](#) (2012)

15-11-410. Brochures and other printed matter.

(a) Any brochures and other printed materials produced by the regional tourist promotion agencies or municipalities with state matching funds under the provisions of §§ 15-11-401 -- 15-11-409 shall not be subject to state printing contracts.

(b) However, all such brochures and other printed matter shall be printed by Arkansas printing firms.

HISTORY: Acts 1971, No. 368, § 3; A.S.A. 1947, § 9-228.

Arkansas Code of 1987 Annotated Official Edition

© 1987-2012 by the State of Arkansas

All rights reserved.

\*\*\* Legislation is current through the 2012 Fiscal Session and updates \*\*\*

\*\*\* received from the Arkansas Code Revision Commission through \*\*\*

\*\*\* June 12, 2012. \*\*\*