

LETTER 1.

ARKANSAS REGIONAL TOURIST ASSOCIATIONS

EXAMPLE OF LETTER OF EMPLOYMENT

(Date)

Tourism Development
Arkansas Parks & Tourism
One Capitol Mall
Little Rock, AR 72201

To Whom It May Concern:

The (region's name) has (# of employees) paid employees 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 (amount of money this/these individual(s) receives per month), for a total of (amount per year) per year.

Sincerely,

(President of Region)

FORM 1

PROJECT PRIORITY BUDGET FOR FY 1995/1996

In the spaces below, please list all line items (which are included in your region's FY 1995/96 budget) for which your region will be requesting state matching funds as reimbursement.

Please list in order of importance (priority of approval/payment) to your region.

PROJECT	TOTAL COST	RMF COST	COMPLETION DATE

PRESIDENT

SECRETARY/TREASURER

FORM 2

PROJECT SUMMARY REPORT

REGIONAL ASSOCIATION: _____

PROJECT NAME: _____

ACTUAL PROJECT COST: _____ COMPLETION DATE: _____

Briefly describe this project: _____

Who is the target market for this project:

What are your expectations for this project:

What is the expected economic impact from this project:

How will this project be measured for success: _____

What were the results from the project this year (compared to last year):

PRESIDENT

SECRETARY/TREASURER

FORM 3

MID-YEAR CLOSE/PROJECT UPDATE REPORT

Regional Association: _____

Date: _____

Project: _____

Completion Date: _____ RMF COST: _____

Invoiced? Y ___ N ___ Documentation? Y ___ N ___

Reason For Not Filing: _____

Project: _____

Completion Date: _____ RMF Cost: _____

Invoiced? Y ___ N ___ Documentation? Y ___ N ___

Reason For Not Filing: _____

President

Secretary

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

NOTE: Please consult check-off list prior to completion of this form.

Date: _____

Name of Association: _____

Address: _____

City: _____, Arkansas Zip: _____

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: _____

_____, 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>Matching Share</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total Cost of Projects \$ _____

Amount of Matching Funds Claimed on This Application: \$ _____

This is to CERTIFY that the above listed projects have been completed and at least one-third (1/3) of the invoice amount has been paid up to the amount necessary to receive maximum funds and that signed receipts from the vendors, and photocopies of our cancelled checks, front and back, are attached hereto as proof of payment.

 President

 Secretary-Treasurer

CHECK OFF LIST FOR
MATCHING FUND APPLICATION
REQUEST FOR PAYMENT

Before submitting this application, please go over the following:

1. Has EACH ITEM been paid by one-third (1/3)?
2. On each item, is the INVOICE attached?
3. Are photocopies of front and back of REGIONAL TOURIST PROMOTION AGENCY'S check or copy of cashier's check attached?
4. For travel reimbursement, use Form 020 RMF 910. Be sure to attach receipts for lodging, etc. with this form.
5. Are photocopies of front and back of REGIONAL TOURIST PROMOTION AGENCY'S check for reimbursement to the traveler attached?
6. On each brochure (or printed item), is copy of each item enclosed? On billboards or signs, is photocopy attached? For radio and television advertising, are photocopies of the broadcast station's traffic report(s) attached? (if broadcast advertising was purchased through an advertising agency, only the advertising agency's invoice is required.)

The above check-off list is intended to save you time when filing an application. If you have any questions, please call Rosemary McFarland at 682-5240 or Nancy Clark at 682-1120.

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

Region: _____

Name of Payee: _____ Vehicle License No.: _____

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

Signature of Traveler _____ SUB-TOTAL \$ _____
 Signature of Agency Official _____ MILEAGE CLAIMED \$ _____
 TOTAL CLAIMED \$ _____

REQUEST FOR EXCEPTION TO MAXIMUM DAILY TRAVEL ALLOWANCE

While traveling as a representative for the Regional Tourist Association in attending the above Travel Show the representative was unable to keep the expenses for lodging and meals within the maximum limits established by the matching fund guidelines. The Regional Association paid actual expenses for lodging and meals, I therefore, request that the Director of the Tourism Division approve the actual expenses for lodging and meals that exceed the maximum limits.

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

SIGNATURE OF AGENCY OFFICIAL _____ DATE _____

SIGNATURE OF TRAVELER _____ DATE _____

Return of Organization Exempt From Income Tax

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation) or section 4947(a)(1) nonexempt charitable trust

Department of the Treasury
Internal Revenue Service

Note: The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 1993 calendar year, OR tax year period beginning , 1993, and ending , 19

B Check if: <input type="checkbox"/> Initial return <input type="checkbox"/> Final return <input type="checkbox"/> Amended return <input type="checkbox"/> Change of address	Please use IRS label or print or type. See Specific Instructions.	C Name of organization	D Employer identification number
		Number and street (or P.O. box if mail is not delivered to street address) Room/suite	E State registration number
		City, town, or post office, state, and ZIP code	F Check <input type="checkbox"/> if exemption application is pending

G Type of organization → Exempt under section 501(c)() (insert number) OR section 4947(a)(1) nonexempt charitable trust
 Note: Section 501(c)(3) exempt organizations and 4947(a)(1) nonexempt charitable trusts MUST attach a completed Schedule A (Form 990).

H(a) Is this a group return filed for affiliates? Yes No

I If either box in H is checked "Yes," enter four-digit group exemption number (GEN) ▶ _____

(b) If "Yes," enter the number of affiliates for which this return is filed: ▶ _____

(c) Is this a separate return filed by an organization covered by a group ruling? Yes No

J Accounting method: Cash Accrual Other (specify) ▶ _____

K Check here if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS; but if it received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

Note: Form 990-EZ may be used by organizations with gross receipts less than \$100,000 and total assets less than \$250,000 at end of year.

Part I Statement of Revenue, Expenses, and Changes in Net Assets or Fund Balances

Revenue	1	Contributions, gifts, grants, and similar amounts received:				
	a	Direct public support	1a			
	b	Indirect public support	1b			
	c	Government contributions (grants)	1c			
	d	Total (add lines 1a through 1c) (attach schedule—see instructions) (cash \$ _____ noncash \$ _____)	1d			
	2	Program service revenue including government fees and contracts (from Part VII, line 93)	2			
	3	Membership dues and assessments (see instructions)	3			
	4	Interest on savings and temporary cash investments	4			
	5	Dividends and interest from securities	5			
	6a	Gross rents	6a			
	b	Less: rental expenses	6b			
	c	Net rental income or (loss) (subtract line 6b from line 6a)	6c			
7	Other investment income (describe ▶ _____)	7				
Revenue	8a	Gross amount from sale of assets other than inventory	(A) Securities	(B) Other	8d	
			8a			
			8b			
			8c			
d	Net gain or (loss) (combine line 8c, columns (A) and (B))	8d				
9	Special events and activities (attach schedule—see instructions):					
a	Gross revenue (not including \$ _____ of contributions reported on line 1a)	9a				
b	Less: direct expenses other than fundraising expenses	9b				
c	Net income or (loss) from special events (subtract line 9b from line 9a)	9c				
Revenue	10a	Gross sales of inventory, less returns and allowances	10a		10c	
			b	Less: cost of goods sold		10b
			c	Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)		
11	Other revenue (from Part VII, line 103)	11				
12	Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11)	12				
Expenses	13	Program services (from line 44, column (B)—see instructions)	13			
	14	Management and general (from line 44, column (C)—see instructions)	14			
	15	Fundraising (from line 44, column (D)—see instructions)	15			
	16	Payments to affiliates (attach schedule—see instructions)	16			
	17	Total expenses (add lines 16 and 44, column (A))	17			
Net Assets	18	Excess or (deficit) for the year (subtract line 17 from line 12)	18			
	19	Net assets or fund balances at beginning of year (from line 74, column (A))	19			
	20	Other changes in net assets or fund balances (attach explanation)	20			
	21	Net assets or fund balances at end of year (combine lines 18, 19, and 20)	21			

Part II Statement of Functional Expenses All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See instructions.)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22	Grants and allocations (attach schedule) (cash \$ _____ noncash \$ _____)	22			
23	Specific assistance to individuals (attach schedule)	23			
24	Benefits paid to or for members (attach schedule)	24			
25	Compensation of officers, directors, etc.	25			
26	Other salaries and wages	26			
27	Pension plan contributions	27			
28	Other employee benefits	28			
29	Payroll taxes	29			
30	Professional fundraising fees	30			
31	Accounting fees	31			
32	Legal fees	32			
33	Supplies	33			
34	Telephone	34			
35	Postage and shipping	35			
36	Occupancy	36			
37	Equipment rental and maintenance	37			
38	Printing and publications	38			
39	Travel	39			
40	Conferences, conventions, and meetings	40			
41	Interest	41			
42	Depreciation, depletion, etc. (attach schedule)	42			
43	Other expenses (itemize): a	43a			
b	43b			
c	43c			
d	43d			
e	43e			
44	Total functional expenses (add lines 22 through 43) Organizations completing columns (B)-(D), carry these totals to lines 13-15	44			

Reporting of Joint Costs.—Did you report in column (B) (Program services) any joint costs from a combined educational campaign and fundraising solicitation? Yes No
 If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____.

Part III Statement of Program Service Accomplishments (See instructions.)

Describe what was achieved in carrying out the organization's exempt purposes. Fully describe the services provided; the number of persons benefited; or other relevant information for each program title. Section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.	Expenses (Required for 501(c)(3) and (4) organizations and 4947(a)(1) trusts; optional for others.)
a (Grants and allocations \$ _____)	
b (Grants and allocations \$ _____)	
c (Grants and allocations \$ _____)	
d (Grants and allocations \$ _____)	
e Other program services (attach schedule) (Grants and allocations \$ _____)	
f Total (add lines a through e) (should equal line 44, column (B), Program services)	

Part IV Balance Sheets

Note: Where required, attached schedules and amounts within the description column should be for end-of-year amounts only.		(A) Beginning of year	(B) End of year
Assets			
45	Cash—non-interest-bearing		45
46	Savings and temporary cash investments		46
47a	Accounts receivable	47a	
b	Less: allowance for doubtful accounts	47b	47c
48a	Pledges receivable	48a	
b	Less: allowance for doubtful accounts	48b	48c
49	Grants receivable		49
50	Receivables due from officers, directors, trustees, and key employees (attach schedule)		50
51a	Other notes and loans receivable (attach schedule)	51a	
b	Less: allowance for doubtful accounts	51b	51c
52	Inventories for sale or use		52
53	Prepaid expenses and deferred charges		53
54	Investments—securities (attach schedule)		54
55a	Investments—land, buildings, and equipment: basis	55a	
b	Less: accumulated depreciation (attach schedule)	55b	55c
56	Investments—other (attach schedule)		56
57a	Land, buildings, and equipment: basis	57a	
b	Less: accumulated depreciation (attach schedule)	57b	57c
58	Other assets (describe ► _____)		58
59	Total assets (add lines 45 through 58) (must equal line 75)		59
Liabilities			
60	Accounts payable and accrued expenses		60
61	Grants payable		61
62	Support and revenue designated for future periods (attach schedule)		62
63	Loans from officers, directors, trustees, and key employees (attach schedule)		63
64a	Tax-exempt bond liabilities (attach schedule)		64a
b	Mortgages and other notes payable (attach schedule)		64b
65	Other liabilities (describe ► _____)		65
66	Total liabilities (add lines 60 through 65)		66
Fund Balances or Net Assets			
Organizations that use fund accounting, check here ► <input type="checkbox"/> and complete lines 67 through 70 and lines 74 and 75 (see instructions).			
67a	Current unrestricted fund		67a
b	Current restricted fund		67b
68	Land, buildings, and equipment fund		68
69	Endowment fund		69
70	Other funds (describe ► _____)		70
Organizations that do not use fund accounting, check here ► <input type="checkbox"/> and complete lines 71 through 75 (see instructions).			
71	Capital stock or trust principal		71
72	Paid-in or capital surplus		72
73	Retained earnings or accumulated income		73
74	Total fund balances or net assets (add lines 67a through 70 OR lines 71 through 73; column (A) must equal line 19 and column (B) must equal line 21)		74
75	Total liabilities and fund balances/net assets (add lines 66 and 74)		75

Part V List of Officers, Directors, Trustees, and Key Employees (List each one even if not compensated (see instructions).)

(A) Name and address	(B) Title and average hours per week devoted to position	(C) Compensation (if not paid, enter -0-)	(D) Contributors to employee benefit plans & deferred compensation	(E) Expense account and other allowances
.....				
.....				
.....				
.....				

Did any officer, director, trustee, or key employee receive aggregate compensation of more than \$100,000 from your organization and all related organizations, of which more than \$10,000 was provided by the related organizations? Yes No
 If "Yes," attach schedule—see instructions.

Part VI Other Information

	Yes	No
76 Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity.	76	
77 Were any changes made in the organizing or governing documents, but not reported to the IRS? If "Yes," attach a conformed copy of the changes.	77	
78a Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?	78a	
b If "Yes," has it filed a tax return on Form 990-T, Exempt Organization Business Income Tax Return, for this year?	78b	
79 Was there a liquidation, dissolution, termination, or substantial contraction during the year? If "Yes," attach a statement; see instructions.	79	
80a Is the organization related (other than by association with a statewide or nationwide organization) through common membership, governing bodies, trustees, officers, etc., to any other exempt or nonexempt organization? (See instructions.)	80a	
b If "Yes," enter the name of the organization ▶ and check whether it is <input type="checkbox"/> exempt OR <input type="checkbox"/> nonexempt.		
81a Enter the amount of political expenditures, direct or indirect, as described in the instructions . [81a]		
b Did the organization file Form 1120-POL, U.S. Income Tax Return for Certain Political Organizations, for this year? .	81b	
82a Did the organization receive donated services or the use of materials, equipment, or facilities at no charge or at substantially less than fair rental value?	82a	
b If "Yes," you may indicate the value of these items here. Do not include this amount as revenue in Part I or as an expense in Part II. (See instructions for reporting in Part III.) . [82b]		
83 Did the organization comply with the public inspection requirements for returns and exemption applications?	83	
84a Did the organization solicit any contributions or gifts that were not tax deductible?	84a	
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? (See General Instruction M.)	84b	
85 Section 501(c)(4), (5), or (6) organizations.—a Were substantially all dues nondeductible by members?	85a	
b Did the organization make only in-house lobbying expenditures of \$2,000 or less?	85b	
If "Yes" to either 85a or 85b, do not complete 85c through 85h below.		
c Dues, assessments, and similar amounts from members for January 1994 and later . [85c]	85c	
d Section 162(e) lobbying and political expenditures after December 1993 [85d]	85d	
e Aggregate nondeductible amount of section 6033(e)(1)(A) dues notices [85e]	85e	
f Taxable amount of lobbying and political expenditures (line 85d less 85e; (see instructions.) [85f]	85f	
g Does the organization elect to pay the section 6033(e) tax on the amount in 85f?	85g	
h Does the organization elect to add the amount in 85f to its reasonable estimate of dues allocable to nondeductible lobbying and political expenditures for the following tax year?	85h	
86 Section 501(c)(7) organizations.—Enter:		
a Initiation fees and capital contributions included on line 12 [86a]	86a	
b Gross receipts, included on line 12, for public use of club facilities (See instructions.) [86b]	86b	
87a Section 501(c)(12) organizations.—Enter: Gross income from members or shareholders [87a]	87a	
b Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.) [87b]	87b	
88 At any time during the year, did the organization own a 50% or greater interest in a taxable corporation or partnership? If "Yes," complete Part IX	88	
89 Public interest law firms.—Attach information described in the instructions.		
90 List the states with which a copy of this return is filed ▶		
91 The books are in care of ▶ Telephone no. ▶ (.....)		
Located at ▶ ZIP code ▶		
92 Section 513(b)(1) nonexempt charitable trusts filing Form 990 in lieu of Form 1041, U.S. Fiduciary Income Tax Return, should check here ▶ <input type="checkbox"/>		
and enter the amount of tax-exempt interest received or accrued during the tax year . . . ▶ 92		

Part VII Analysis of Income-Producing Activities

Enter gross amounts unless otherwise indicated

Table with 5 columns: (A) Business code, (B) Amount, (C) Exclusion code, (D) Amount, (E) Related or exempt function income. Rows include items like Program service revenue, Fees and contracts from government agencies, etc.

- 93 Program service revenue: a, b, c, d, e, f, g
94 Membership dues and assessments
95 Interest on savings and temporary cash investments
96 Dividends and interest from securities
97 Net rental income or (loss) from real estate: a debt-financed property, b not debt-financed property
98 Net rental income or (loss) from personal property
99 Other investment income
100 Gain or (loss) from sales of assets other than inventory
101 Net income or (loss) from special events
102 Gross profit or (loss) from sales of inventory
103 Other revenue: a, b, c, d, e
104 Subtotal (add columns (B), (D), and (E))
105 TOTAL (add line 104, columns (B), (D), and (E))

Note: (Line 105 plus line 1d, Part I, should equal the amount on line 12, Part I.)

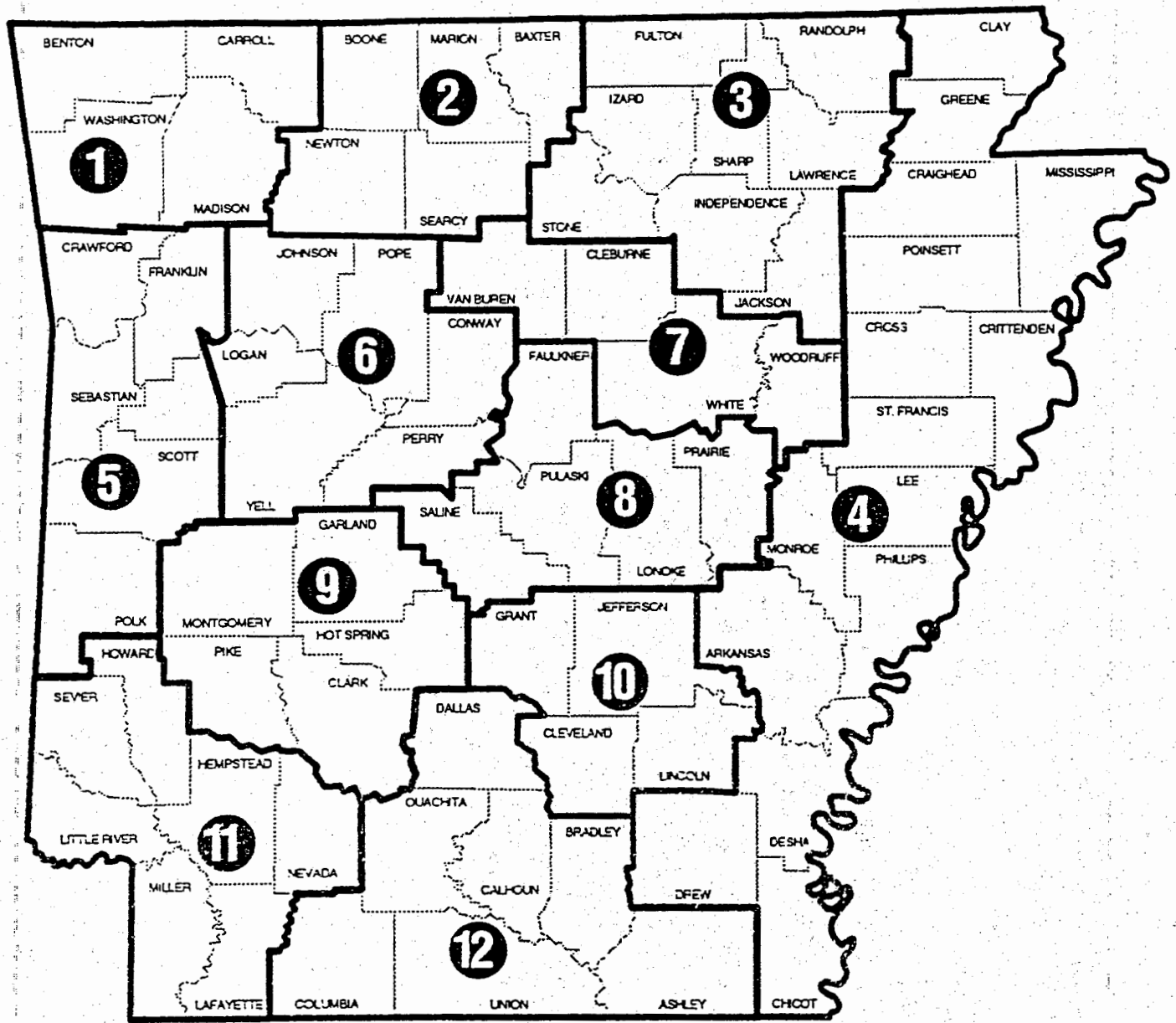
Part VIII Relationship of Activities to the Accomplishment of Exempt Purposes

Table with 2 columns: Line No., Explain how each activity for which income is reported in column (E) of Part VII contributed importantly to the accomplishment of the organization's exempt purposes (other than by providing funds for such purposes). (See instructions.)

Part IX Information Regarding Taxable Subsidiaries (Complete this Part if the "Yes" box on line 88 is checked.)

Table with 5 columns: Name, address, and employer identification number of corporation or partnership; Percentage of ownership interest; Nature of business activities; Total income; End-of-year assets.

Signature and identification section. Includes 'Please Sign Here' for officer, 'Paid Preparer's Use Only' for preparer, and fields for signature, date, title, social security no., E.I. No., and ZIP code.



Arkansas Regional Tourist Associations

- | | |
|---|--|
| 1. Northwest Arkansas Tourism Association | 8. Heart of Arkansas Travel Association |
| 2. Ozark Mountain Region | 9. Diamond Lakes Association |
| 3. Ozark Gateway Tourist Council | 10. Arkansas' Land of Legends Travel Association |
| 4. Great River Road Region | 11. Arkansas' Great Southwest Recreation Association |
| 5. Western Arkansas' Mountain Frontier | 12. Arkansas' South Tourism Association |
| 6. Arkansas River Valley Association | |
| 7. Greers Ferry Lake & Little Red River Association | |

ARKANSAS REGIONAL TOURIST ASSOCIATIONS
Listing Of Regions With Counties

Arkansas' Great Southwest Association

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

Arkansas' Land of Legends Travel Association

Cleveland County
Grant County
Jefferson County
Lincoln County

Arkansas River Valley Association

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

Great River Road Region

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

Greers Ferry Lake and Little Red River Association

Clebourne 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

Department of Parks and Tourism

One Capitol Mall

Little Rock, AR 72201

(501) 682-5240

FAX: (501) 682-1364

Mr. Paul Henley
Arkansas' Great Southwest Association
P.O. Box 1006
Hope, AR 71801
(501) 777-7500 or (501) 722-2532
FAX: (501) 722-2579

Ms. Susie Madsen
Arkansas' Land of Legends Travel Association
c/o Pine Bluff Convention Center
P.O. Box 8748
Pine Bluff, AR 71611
(501) 536-7606
FAX: (501) 536-3481

Ms. Cathy Boutz
Arkansas River Valley Tourist Association
P.O. Box 788
Russellville, AR 72811
(501) 890-6508 FAX: (501) 968-5894

Mr. John Ralston
Arkansas' South Tourism Association
c/o El Dorado Chamber of Commerce
P.O. Box 1271
El Dorado, AR 71731-1271
1-800-866-2782 or (501) 862-8780
FAX: (501) 863-6115

Mr. Chris Snodgrass
Diamond Lakes Association
DeGray State Park
Route 3, Box 490
Bismarck, AR 71929-8194
(501) 865-2801
FAX: (501) 865-2880

Mr. Jim Cherry
Diamond Lakes Association
P.O. Box 6090
Hot Springs, AR 71902
(501) 321-1700
FAX: (501) 624-2064

Ms. Paula Hickey
Great River Road Region
Delta Cultural Center
95 Missouri Street
Helena, AR 72342
(501) 338-8919
FAX: (501) 338-8949

Mr. Jerry Bohannon
Great River Road Region
Blytheville Area Chamber of Commerce
P.O. Box 485
Blytheville, AR 72316-0485
(501) 762-2012
FAX: (501) 762-0551

Mr. Frank McKinney
Greers Ferry Lake & Little Red River Association
P.O. Box 1170
Fairfield Bay, AR 72088
(501) 884-6880 or 723-4069 (HOME)
FAX: (501) 723-8116

Ms. Wanda Dunwoody
Heart of Arkansas Travel Association
P.O. Box 3232
Little Rock, AR 72203
(501) 376-4781 or 370-3209
FAX: (501) 374-2255

Mr. Dale Christy
Northwest Arkansas Tourism Association
P.O. Box 5176
Bella Vista, AR 72714
(501) 855-1336
FAX: (501) 521-1791

Ms. Donna Baker
Ozark Gateway Tourist Council
P.O. Box 4049
Batesville, AR 72503
(501) 793-9316

Ms. Maureen Fancher
Ozark Mountain Region
P.O. Box 579
Flippin, AR 72634
(501) 453-8563
FAX: 453-2280

Ms. Cissy Walker
Western Arkansas' Mountain Frontier
P.O. Box 1668
612 Garrison
Fort Smith, AR 72902
(501) 783-6118 FAX: (501) 783-6110

SUBCHAPTER 4 — REGIONAL TOURIST PROMOTION AGENCIES

SECTION.

- 15-11-401. Definitions.
- 15-11-402. Formation.
- 15-11-403. Designation.
- 15-11-404. Administrative agency.
- 15-11-405. Grants generally.
- 15-11-406. Grants from Department of Parks and Tourism.

SECTION.

- 15-11-407. Federal funds.
- 15-11-408. Matching state funds — Use, reversion, and reallocation.
- 15-11-409. Investigations and audits.
- 15-11-410. Brochures and other printed matter.

15-11-401. Definitions.

As used in this subchapter, unless the context otherwise requires:

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

(2) "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;

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

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

History. Acts 1969, No. 310, § 1;
A.S.A. 1947, § 9-221.

15-11-402. Formation.

Any group of interested citizens and residents of counties comprising 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 less 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 comprising the natural planning region, and whose charters, by-laws, and purposes are in compliance with the rules and regulations promulgated by the commission pursuant to the provisions of this subchapter may apply for recognition by the commission as a regional tourist promotion agency under this subchapter.

(1) Provided, that upon approval of the commission, a county in one (1) natural planning region of the state may be included within the area comprising 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.

(2) 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. Provided, that 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.

15-11-403. Designation.

(a) The commission, 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 comprising the region to be served by the agency;

(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 shall, upon a majority vote of the full membership of the commission, designate the agency as the participating agency under the provisions of this subchapter for said 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.

15-11-404. Administrative agency.

The publicity division of the department is designated as the administrative agency of this state to act, under the authority of the commission, in administering the provisions of this subchapter.

History. Acts 1969, No. 310, § 7; 1975, No. 281, § 1; A.S.A. 1947, § 9-227.

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 ($\frac{1}{3}$) of the funds and the state grant being twice the amount of the funds supplied by the applying agency.

(b) Upon approval of each application and the making of a grant by the commission in accordance therewith, the commission shall give notice to the applying regional tourist promotion agency of such 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 such agency shall be paid to the agency by the publicity division.

History. Acts 1969, No. 310, § 7; 1975, No. 281, § 1; A.S.A. 1947, § 9-227.

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

The Department of Parks and Tourism is authorized, upon approval of the commission, 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. Provided, before any such grant may be made:

(1) The regional tourist promotion agency shall have made application to the commission for such 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. 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 herein described and the amount of the grant for which application is made;

(2) The commission, after review of the application, if satisfied that the program of the regional tourist promotion agency appears to be in accord with the purposes of this subchapter, shall authorize the mak-

ing 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. However, the state grant shall not exceed an amount equal to the total amount apportioned to the region as outlined herein.

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

15-11-407. Federal funds.

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

SECTION.
15-11-408. Matching state funds — Use.

reversion, and reallocation.

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

(a) The commission shall promulgate reasonable rules and regulations regarding the use of matching funds that are available to the respective regional tourist promotion agencies. 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.

(b) 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. It is the intent hereof 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) 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, provided however, that 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 Travel Division of the Department of Parks and Tourism advertising and promotion budget.

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.

Amendments. The 1991 amendment, in (a), added the first sentence, and, in the second sentence, inserted "and" preceding

"advertising" and inserted "and for operational and administrative expenses"; rewrote the first sentence in (b); redesignated the last sentence of former (b) as present (c); and redesignated former (c) as present (d).

15-11-409. Investigations and audits.

The commission or the publicity division may, from time to time, 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 in awarding the grant.

History. Acts 1969, No. 310, § 7; 1975,
No. 281, § 1; A.S.A. 1947, § 9-227.

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

(a) Any brochures and other printed materials produced by the regional 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.