New submission from 'Fall 2016 Funding Application'

Charlotte Taylor <ctaylor@bgozarks.org>

Fri 9/30/2016 12:17 PM

To: Funding Request <fundingrequest@experiencefayetteville.com>;

1 attachments (80 KB)

57ee9e3cd3e9a-A&P Budget Proposal_Final.pdf;

You have a new submission.

Name of organization
Botanical Garden of the Ozarks

Year organization was established
1994

Address
4703 N. Crossover Road

City
Fayetteville
State
AR
Zip
72703

Project Title
Advertising Support for Tourism Efforts

Frequency
January-December 2017

Primary Contact
Charlotte Taylor

Email
ctaylor@bgozarks.org

Phone
479750-2620

Start Date
01/02/2017

End Date
12/29/2017

Project Location
202 Ila Street

Amount Requested
$18,295

Event summary
The Botanical Garden of the Ozarks (BGO) is a not for profit 501(c)3 organization incorporated in 1994 and opened to the public in 2007. BGO is located on 42 acres of land situated on the east side of Lake Fayetteville. Within our present six acres under cultivation, are twelve themed gardens demonstrating what is possible to do in a back yard garden, as well as architectural features and the only butterfly house in Arkansas.

The mission of BGO is to educate the public on topics related to plants, health and sustainability, to be a place of celebration and entertainment and to showcase the beautiful and unique plant life in the Ozarks. LEARN.PLAY.GROW.
Garden guests come from all over Arkansas, the region and every state in the nation, as well as many foreign countries. Increasingly, we have found that tourists and business visitors seek the Garden out as an attraction while they are in the area and make a point to extend their visit to include us. Many do not expect a region the size of ours to have such a well-developed botanical garden.

The Botanical Garden of the Ozarks is open to the public every day of the week, most days of the year and this year will welcome approximately 100,000 visitors, including 14,000 children taking part in educational programs. Additionally we have many special events that we host including children and adult educational classes, concerts and social events. While some events are free to the public, others have a charge. Though we would like to be accessible to everyone who wishes to come to the garden, we must charge admission to contribute to the cost of operating. Many think that the garden is a city park but we are a private, nonprofit organization and all proceeds from admission, garden events and sponsorships support the operations of the garden.

How will funds be used
The budget of the Botanical Gardens is under $600,000 and as such, we have never been able to fund the advertising needed to strengthen our position as a recognized attraction in Fayetteville. Much like the State of Arkansas, the Botanical Garden of the Ozarks is a hidden jewel and we no longer want to have that reputation. Our goal is to be a destination for residents of Northwest Arkansas, as well as, for guests from other parts of Arkansas and region beyond including Texas, Oklahoma, and Missouri.

The Garden does have media sponsorships with area magazines and we have purchased minimal advertising in state and regional tourist magazines. This has provided us some exposure but we feel to become a real destination for residents and tourists alike and to have a real impact on Fayetteville tourism, we need to have a comprehensive marketing presence and substantially increase our exposure regionally.

Our grant request includes print ad creation, rack cards and direct advertising opportunities. We have rates for state and regional advertising, including social media, TV, radio and print that we feel will give the best exposure to the Garden and Fayetteville.

Recognition
We would be very glad to recognize the A&P Commission through:
• Gardens Annual Report and other newsletters
• Website presence
• Social media – Facebook, Twitter, Instagram
• Logo recognition on print pieces

Funding from other sources
no. We do have a minimal advertising budget each year that will be minimally funded.

prior funding
no, to our knowledge the Garden has not received an A&P grant for Advertising.

not funded impact
If this project is not funded, we will not be able to advertise to the extent that we feel necessary to give state and regional exposure to the Garden and City. If partial funds are granted, we will prioritize to receive the best exposure possible. Either way, we will use the funds designated in our 2017 advertising budget toward those annual opportunities we have identified as crucial. These funds are mainly focused on the Northwest Arkansas corridor and not beyond.

budget
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Supporting Docs