

Bryant Advertising and Promotion Commission

Event/Tourism Funding Application

Name of Organization: Central Arkansas Soccer Club (CASC)

Address: 3865 Midland Rd. City, Bryant ST, AR Zip 72002

Phone: 501-258-2816 Website: http://centralarsoccer.org

Project/Event Name: Additional Lighting for fields

Contact: Micki Wilbur – President of CASC Phone: 501-258-2816 Email: casc.pres@gmail.com

Date(s) of event: Seasonal Time (if one-day event) Spring to Fall Season. Summer leagues when available

Event Location: Midland Fields Field/Room/Facility: We currently have two fields lighted and would request the other two fields lighted to provide addition training and development and games in the evenings where otherwise fields are reserved for the two that do have lights.

Total Funds Requested: \$200,000 (attach itemized detail and quotes)

****A Bryant Logo is Required to be used on all Marketing Materials ****

How does your project/event influence visitors from outside Bryant to visit our community? CASC provides multiple levels of competition for youth soccer in Central Arkansas. We are currently at 500+ participants in our program and for continued growth, the complex needs additional lighting to provide adequate training for participants and games. When clubs and teams visit Bryant (Midland fields), they eat at our restaurants and shop at our local stores. Teams coming from longer distance will typically play two games during the days visit and will shop and eat between games. We should also consider the players of our programs and influence to our area as we have participants from the following cities: Bryant, Benton, Hot Springs, Little Rock, Maumelle, Sheridan, Malvern, NLR, Sherwood. These participant practice with their respective teams usually 3 days a week and on weekends which brings in additional revenue for the area.

Visitor estimate: outside of Bryant, AR? CASC host statewide clubs for games.

outside a 60 mile radius: Clubs from all regions of the states bring teams to play at Midland Fields

Lodging estimate: [] 10-25 [] 26-50 [] 51-100 [] 101-150 [] 151-200 [] 200+

All applications must be submitted by the deadline. Applications will be reviewed within 30 days of the submittal deadline.

ITEMS TO INCLUDE WITH THE FUNDING REQUEST

- Application Form
- Budget for the Event (List of all estimated expenses and anticipated revenue. Funds shall be subject to return in the case of an event cancellation).

- Information from previous year's event (if applicable)- budget, marketing material, field, facility, or room rentals, etc.
- Marketing material for the event (a sample from previous event dates).

Please send the completed application to: dpoindexter@cityofbryant.com OR

Bryant Office of the Mayor

210 SW 3rd Street

Bryant, AR 72022