

**Prior to the meeting, the A & P Commission will have an hour and fifteen minutes to visit with the 26 applicants requesting funding from 12:30 to 1:45 p.m. in the Mockingbird Room of the Town Center. Requestors will be set up at tables and Commissioners will circulate among them and have an opportunity to ask questions regarding their applications.**

**Funds will be awarded in November.**

**AGENDA  
ADVERTISING AND PROMOTION COMMISSION**

The regularly scheduled A&P meeting will be at 2:00pm at the Fayetteville Town Center located at 15 West Mountain Street, Fayetteville, Arkansas.

**October 19, 2015**

**2:00 p.m.**

**Fayetteville Town Center**

- I. Call to Order – Ching Mong**
- II. Reports**
  - A. Approval of the Minutes – September 2015**
  - B. Financial Report**
    - 1. HMR Revenues – Kym Hughes**
    - 2. Financial Statements – Sally Fisher**
    - 3. Approval of Financial Reports – Sept. 2015**
  - C. Department Reports**
    - 1. Town Center – Sandra Bennett**
    - 2. Visitor Bureau and Clinton House – Kym Hughes**
  - D. Agency Report – Mike Sells**
- III. Old Business**
  - A. Grant Funding**
    - 1. Fall 2015 Requests**
    - 2. 2000 - 2015 Awarded Funding**
  - B. Fayetteville A&P Commission By-laws**
- IV. New Business**
  - A. U of A Public Arts Project Proposal**
- V. Adjourn**

**Advertising and Promotion Commission**  
**Regular Meeting**  
**September 21, 2015**

Commissioners Present: Ching Mong, Matt Behrend, Tim Freeman, Robert Rhoades, Hannah Withers, Adella Gray and Matthew Petty

Staff Present: Kym Hughes, Sally Fisher

Attorney Vince Chadick present

**Call to Order**

Ching Mong called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on September 21, 2015 at 2:06 pm

**Approval of Minutes**

Commissioner Hanna Withers moved to approve the August 2015 minutes; seconded by Commissioner Adella Gray. Motion carried with a vote of 7:0.

**Financial Reports**

Total HMR revenue \$240,915.77 HMR collection; Increase of 11% over last year. This includes previous month tax.

Balance sheet

Total cash ..... \$695,557.84

Accounts Receivable ..... \$33,549.34

Prepaid expenses ..... \$8,145.97

Inventory Assets

CVB ..... \$13,780.26

CHM ..... \$4,878.44

Total Investments ..... \$1,829,749.54

Total Current Assets ..... \$2,588,595.80

Due to Other Funds ..... \$4,818.32 – City Account

Unearned A&P Revenue 1,200.00 – Days Inn double payment of ad refund.

Unearned Revenue 2015 ..... \$105,962.78 - Town Center payments will be recognized as earned income once collected. Some are 2016 revenue; that will be split in next month's report.

Net Revenue..... \$265,831.33

Total Liabilities and Equity ..... \$3,935,567.39

## Consolidated Statement of Budget

### Revenue

	2015		2014
Year to Date	\$2,755,138.00	vs.	\$2,233,392.00
Month to Date	- revenue is up \$241,869.00.		

### Expenditures

Year to Date expenditures are \$220,976.00 less than 2014.

Month to Date expenditures are \$170,689.00 more than 2014.

### Net Income

The difference from 2014 vs 2015 Year to Date total net income is \$742,722.00.

Month to date 2014 vs. 2015 total net income is up \$17,180.00.

Commissioner Hanna Withers asked why Roots Festival is listed as a line item in the budget. There was a discussion concerning removing it. Executive Director Kym Hughes stated there was income received from Roots Festival alcohol; which may be why it's listed as a line item. At the next meeting Sandra can help explain why it's listed as it is.

### A & P Revenue

2014	vs.	2015
\$1,815,018		\$1,993,464

### Expenditures

2014	vs	2015
\$1,987,484		\$1,622,359

Commissioner Matthew Petty asked why we have not spent \$370,000 of excess revenue. Executive Director Hughes stated some of that money is what has not been moved into the Clinton House Museum and Visitors Bureau accounts. Money from the A&P account is moved into the CVB and Clinton House Museum accounts, but it is not moved every month.

Clinton House budget should have \$99,031.00 revenue for August, but it only has \$67,264.00 needing funds to be transferred from the A&P account. Clinton House shows a \$376.00 profit over a loss of \$29,740.00 YTD for August. \$50,000.00 was transferred from the A&P account in 2015; \$15,000.00 was transferred last year.

Commissioner Tim Freeman asked if this included the rent. The rent at the Clinton House is paid in January; Commissioner Freeman asked if that was spread out. Executive Director Hughes stated that is how it should be, but she was asked to pay upfront rather than follow the lease. Income last month was \$2,500.00, \$2,100.00 was admission. Average income is \$2,100.00 a month which would be \$25,000.00 a year. Requires \$100,000.00 to run the museum when you look at salary, utilities, etc. When it shows an increase, that's because of money A&P has put in. Commissioner Freeman asked if we rent out the space. Sally Fisher stated there has been one rental this year for \$400.00. Commissioner Freeman also asked if we advertise that space, so we can help out with expenses.

Executive Director Hughes stated Collin Brunner is working on renting Headquarters House and Clinton House space for events. Commissioner Freeman commented that the Clinton House is a great asset that can be used more often. Julie Pennington is looking into offering more group tours including the Clinton House Museum.

Commissioner Withers stated that the Clinton House Museum cost approximately \$100,000.00 a year to run and brings in approximately \$25,000.00 in income. Executive Director Hughes stated that was correct, but less expenses of salary, phone and \$12,000.00 a year rent. Commissioner Withers then asked if it cost closer to \$200,000.00 to run. Sally Fisher stated they were only budgeted to bring in \$20,000.00 in revenue. Commissioner Freeman asked the amount of rent, which is \$1,000.00 a month; \$12,000.00 a year. Executive Director Hughes stated we also pay utilities, plumbing, etc., according to the lease. Commissioner Freeman asked why do we pay for that and why the University of Arkansas, the landlord, is not responsible for repairs?

Executive Director Hughes announced they have started the renovations on the driveway today. Commissioner Petty asked how much money is lost every year. Executive Director Hughes stated \$83,000.00 is lost. Commissioner Petty asked if that was because of capital improvements such as the driveway. Executive Director Hughes stated the University is paying for that improvement. Attorney Vince Chadick stated the driveway is being paid for by the University because of AHA compliance. Attorney Chadick also stated that without looking at the specifics of the lease, the commission should not assume all capital improvements would be paid by the University.

#### Town Center

##### Year to Date Revenue

2015		2014
\$394,402.00	vs.	\$298,202.00 - with no transfers from A&P

##### Month to day Revenue

2015		2014
\$46,190.00	vs.	\$36,112.00

##### Expenditures

Year to Date	2015		2014
	\$420,162.00	vs	\$366, 536.00

##### Month to Date

2015		2014
\$55,851.00	vs.	\$61,327.00

Executive Director Hughes commented that the HVAC and loading dock ramp is covered by the A&P budget.

Commissioner Freeman asked about the Town Center alcohol purchases. The Town Center purchases alcohol when an event has a bar. Commissioner Freeman asked if that is also reflected in revenue; it is charged back to the customer. It was not in the budget last year. It was included in room rental, not listed as a separate item. Sally Fisher will list it separately in the future.

Net loss

2015		2014
\$27,760.00	vs.	\$68,334.00

Visitors Center

YTD Revenue

2015		2014
\$302,008.00	vs.	\$90,090.00

Transfers

2015		2014
\$265,000.00	vs.	\$50,000.00

Commissioner Freeman asked why so much was transferred in? Sally Fisher - based on Year to Date expenditures compared to 2014, a percentage of the total is to be transferred. It was transferred in August last year, but was budgeted for July. Whatever was budgeted was moved, just a month later. Commissioner Withers asked if this amount was normal. Yes, same amount, just a different month. Commissioner Adela Gray asked if that can we avoided next year? Executive Director Hughes stated, yes, we can schedule that in the budget.

Expenditures

Year to Date

2015		2014
\$337,789.00	vs.	\$254,331.00

Net Loss

2015		2014
\$35,781.00	vs.	\$164,241.00

Commissioner Freeman asked if we're up \$700,000.00 dollars how much actual money do we have. Because of funding request, we need to let public know how much we have available for disbursements. We need to let the public know how much we have for disbursements as compared to repairs to HVAC. Sally Fisher stated over \$105,000.00 is still not reimbursed. Commissioner Freeman asked how much extra money we have. Sally Fisher, that number is not available.

Commissioner Freeman asked do we know how much we have for disbursements for fall. Executive Director Hughes suggested funding can be a line item in the budget to guarantee that money is there for funding. \$700,000.00 is all divisions, not just the A&P.

#### Approval of financials

Commissioner Withers moved to approve Financials; Commissioner Freeman seconded. Motion carried with a 7:0 vote.

#### City Attorney's Report

22 active hotel, motel and restaurant overdue tax collection cases. Four cases closed; Prosecutors office collected \$2,067.33 in August. Year to date collections total \$28,510.90.

#### **Departmental Reports**

##### Town Center

Collected \$70,717.17 in August, \$350, 269.82 YTD.

Completed events 98 - 2015 vs. 105-2014

Executed contracts up 22%

The front door tinting and banners have been completed.

Has received 2<sup>nd</sup> quote on HVAC.

Getting quotes on damaged door. We will need to replace both. Doors have been discontinued, so all doors will need to be replaced.

The door cannot be repaired. Commissioner Gray asked how did it happen and will client pay for it. This event was grant funded so not sure about the agreement. Executive Director - we're still working on it.

Chairman Ching commented on the beautiful art on plaza, could we paint the door? This is something to consider.

##### Visitors Bureau

###### Sales Lead

Collin 1 meeting - 150 attendees

Julie 5 tours – 217 attendees

Total value \$82,395.00

###### Definite Bookings

Collin – 1,150 attendees value \$549,709.00

Julie – 11 tours total attendance 529 value \$65,347.00

Grand total definite bookings – \$615,056.00

Completed meetings

Roots Festival – \$494,120.00

No lost business

#### Materials Sent Out

978 Insiders Guides

451 Motorcycle guides

209 Ale Trail Passports

201 Clinton House Museum

#### Visitors Center

Year to Date

	2014		2015
Total Quantity Sold	782	vs.	665
Ext. Cost	\$2,656.34	vs.	\$1,426.38

#### Clinton House Museum

Admission 165 – \$930.00

#### **Sells Agency**

Guide Requests-978 from advertising. Up 116% from 2014.

Organic Search Traffic - 33% increase over 2014.

Book a Room button was moved on the website and has resulted in a 138% increase. Last website upgrade was 4 years ago, it's time to make that investment.

Television Ad started running a couple of weeks ago in Tulsa, Springfield and Memphis. Traffic since that ad started running increased Tulsa – 140%, Springfield – 107% and Memphis - 63% traffic to website.

There is a +30% increase overall.

Texas Monthly Ad Leads 92 – Parks and Rec Ad

Midwest Living Ad 749 Leads

Southern Living Ad 126 Leads

Executive Director Hughes, we don't have enough photography for Ads. We will include photoshoots in next year's budget.

A shining Example Award for the best niche marketing went to the Fayetteville Ale Trail in Arkansas, a project of the Fayetteville Visitors Bureau that promotes craft breweries.

## **Old Business**

Attorney Vince Chadick

### Bylaw Revisions-Freedom of Information Act

At last month's meeting the board considered some changes to the By-Laws, one of which was the handling of FOI requests. Sec 5, 6 & 7 Narrative, Open and Response of Operation. Since the last meeting, there was a comparison of the city's policy. Vince proposes to use the city of Fayetteville's Open Records Policy. This would change our Open and Response of Operations to new section 5. He also proposed removal of section 6 & 7.

Chairman Ching stated this is much more precise and easier to understand. Commissioner Petty asked if it says in bylaws that changes have to be on the agenda for 30 days before voted on. Attorney Chadick, that is correct; but, I will look to be sure. Commissioner Behrend agreed bylaws state proposal shall be voted on at the next meeting. Attorney Chadick will email the proposed changes to all commissioners.

### Funding

Chairman Mong reminded the commission that they have discussed having certain monies to be set aside in the budget for maintenance and other monies for entities who always get funding such as Lights of the Ozarks. Then the budget would have a clear number of the amount we have for funding.

Commissioner Withers asked if the commission is considering making these a line item in the annual budget. Other events to be considered.

Commissioner Freeman – General organizations that we fund each year.

- Lights of the Ozarks
- Last Night Fayetteville
- Underground

Commissioner Withers stated fireworks and Lights of the Ozarks are non-profit, but good for the community. Some events such as Last Night and Underground are paying employees who work for those organizations.

Commissioner Behrend it's difficult to add line items, we will need to determine what the criteria to follow for that decision.

Executive Director Hughes - \$15,000.00 funding to Lights of the Ozarks has gone for new lights each year.

Commissioner Withers – they have tried to expand the Lights of the Ozarks to Dickson and Block Street. Are there other organizations that should be considered?

Commissioner Freeman, how can we say exactly how much we have for funding, if we don't know how much we have?

Executive Director Hughes - it can be a line item each year based on projections on tax collections.

Chairman Mong – we need to have a number for the budget on what we have for funding. Commissioner Behrend based on projections. \$85,330.00 has been awarded this year, \$238,000.00 last year. Oct 2014 & April 2015 funding was \$254,556.00.



Chairman Mong – best way to operate is to be flexible. I don't believe we should change the process. Commissioner Freeman, with no solid projections, we don't have the information needed to make that decision.

Commissioner Petty, in the past funding has come from the overage in the budget. It should be put in the budget when allocating other budget line items. Who is funded is about how we budget. How do we account for the numbers, how do we plan for what we want to do? We can continue operating based on overage or we can plan for it in the budgeting process. The Executive Director brings us a budget proposal and if you think we should budget for funding, then bring it to us for approval or rejection.

Commissioner Petty recommends for 2015, based on cash basis, give away close to what we did last year. Commissioner Behrend stated we do have reserves if we need them.

Commissioner Withers we also need to discuss pre-budget, the public art projects. We've discussed having a percentage go directly to public art projects. We are working with the Arts Council on this issue.

The U of A Engineering Department is working with a group of researchers and has requested that they work with us on a public policy platform for public art.

Commissioner Robert Rhoades requested an accurate document on past funding available to the Commission before awarding funding. Executive Director Hughes will have a report as accurate as possible at the next meeting.

Chairman Mong moved to adjourn the meeting; meeting adjourned at 3:50 pm.

Respectfully submitted,  
Sandra Bennett  
Operations Administrator

Advertising and Promotion Commission  
For month of **September 2015**

Current Year HMR Collected (2120.0912.4101.00)	\$ 258,998.79
Prior Year Collected (2120.0912.4101.01)	\$ 534.83
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 1,024.32
Total Revenues	<hr/> \$ 260,557.94
Annual Bond Audit Expense (2120.9120.7602.60)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (5,190.67)
Town Center Bond Payment (2120.9120.5739.00)	\$ (62,212.98)
2013 Property Taxes on Town Center (2120.9120.5712.00)	\$ -
Total Expenses	<hr/> \$ (67,403.65)
Total Check to A&P	<hr/> <hr/> \$ 193,154.29

***~ This report represents HMR collections through the end of the month.  
These figures may include past due amounts.***

The total amount collected during the month of [September](#) was \$259,533.62.  
This total includes previous month tax amounts that were received in [September](#).  
Please remember that the amount listed represents only 1/2 of the total revenue generated.

For August taxes collected in September - the Hotel/Motel collections were \$33,006.59.  
The restaurant collections for August that were collected in September were \$219,399.41.

**City of Fayetteville, Arkansas**  
**Monthly HMR Tax Collections 2010-2014**

	2012 Total HMR Taxes	2013 Total HMR Taxes	2013 Change Over Prior Year	2014 Total HMR Taxes	2014 Change Over Prior Year	2015 Total HMR Taxes	2015 Change Over Prior Year
January	\$205,939	211,138	2.52%	202,477	-4.10%	236,849	16.98%
February	\$178,289	187,562	5.20%	203,022	8.24%	219,436	8.09%
March	\$201,015	213,526	6.22%	213,212	-0.15%	233,277	9.41%
April	\$217,840	228,865	5.06%	230,939	0.91%	258,307	11.85%
May	\$203,966	228,289	11.93%	236,098	3.42%	258,362	9.43%
June	\$222,062	218,829	-1.46%	243,770	11.40%	264,979	8.70%
July	\$214,750	227,971	6.16%	230,624	1.16%	259,215	12.40%
August	\$202,624	206,873	2.10%	215,802	4.32%	240,916	11.64%
September	\$215,653	226,103	4.85%	233,695	3.36%	259,534	11.06%
October	\$241,017	243,129	0.88%	258,857	6.47%		
November	\$210,335	231,456	10.04%	252,717	9.19%		
December	\$208,518	210,064	0.74%	236,549	12.61%		
<b>Total</b>	<b>\$ <u>\$2,522,008</u></b>	<b><u>\$2,633,805</u></b>	<b>4.43%</b>	<b><u>\$ 2,757,761</u></b>	<b>4.71%</b>	<b><u>\$2,230,875</u></b>	<b>11.00%</b>

# Fayetteville A&P Commission

## Balance Sheet

As of September 30, 2015

### ASSETS

#### Current Assets

##### Cash

10000 CVB Cash in Register	100.00
10050 TC Cash on Hand	200.00
10100 CHM Cash In Register	100.00
10200 Arvest A&P General #4856	828.50
10300 1st Security A&P #8714	71,128.91
10400 1st Security Fayetteville TC	259,426.16
10500 1st Security Clinton House	28,556.47
10600 1st Security CVB # 8730	142,824.51
10700 Arvest Payroll Account #4636	36,770.11

Total Cash 539,934.66

11000 Accounts Receivable 43,685.96

11400 Due From Other Funds 6,629.90

11500 Prepaid Expenses 9,029.21

12100 Inventory Asset - CVB 8,131.51

12150 Inventory Asset - CHM 3,365.38

13000 Investments 1,847,525.72

13100 Investments: Adjust to Market (2,640.33)

Total Investments 1,844,885.39

Total Current Assets 2,455,662.01

#### Other Assets

##### 14500 Capital Assets

15000 Furniture and Fixtures 34,550.01

15100 Equipment 199,231.61

15500 CVB Building 930,569.02

15510 CVB Land 198,621.00

15600 Building Additions 523,206.15

16600 Construction in Progress 9,373.80

17300 Accumulated Depreciation (553,843.75)

Total Other Assets 1,341,707.84

TOTAL ASSETS 3,797,369.85

# Fayetteville A&P Commission

## Balance Sheet

As of September 30, 2015

### LIABILITIES AND EQUITY

#### Liabilities

##### Current Liabilities

20000 Accounts Payable	8,171.08
23002 Colonial Life& Acc Ins. Payable	24.36
24000 Payroll Liabilities	7,751.26
24100 Employee Benefits Payable	0.00
24500 Due to Other Funds	5,190.67
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	64,320.67
24901 Unearned Revenue 2016	44,757.36

#### Total Liabilities

**130,215.40**

#### Equity

39005 Fund Balance	3,543,374.36
Net Revenue	123,780.09

#### Total Equity

**3,667,154.45**

### TOTAL LIABILITIES AND EQUITY

**3,797,369.85**

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
**September YTD 2015**

**CONSOLIDATED A & P COMMISSION**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	2,775,419	2,070,231	2,208,519	1,971,640	566,900	240,706	258,999	233,140
40200 - PY Hotel, Motel, Restaurant Tax	0	0	22,356	37,998	(22,356)	0	535	555
40600 - Rental Income	427,061	315,995	323,264	275,562	103,797	58,575	25,800	47,056
40601 - Incidentals	47,978	35,104	34,255	55,422	13,723	3,259	220	0
40602 - Alcohol Sales	33,663	23,570	40,449	0	(6,786)	1,790	0	0
40700 - 1st Thursday Income	20,000	18,000	16,841	16,516	3,159	2,000	691	2,186
40800 - Other Income	200	150	12,328	10,821	(12,128)	50	100	1,226
40900 - Roots Festival	0	0	0	15,265	0	0	0	15,265
41000 - Parking Revenue	16,936	13,047	11,215	10,112	5,721	869	1,056	869
41001 - Parking Lease	12,831	10,156	14,230	6,203	(1,399)	250	(492)	250
41200 - Gift Shop Sales	6,150	5,550	4,940	5,201	1,210	450	195	399
41300 - Visitor Store	32,000	26,000	20,433	27,160	11,567	4,000	2,033	4,151
41400 - Partership Income	4,000	4,000	1,650	850	2,350	0	0	850
41600 - Admission Revenue	13,150	11,450	13,408	10,786	(258)	1,000	1,560	902
41700 - Health Reimbursement	725	725	1,389	6,556	(664)	0	0	1,490
42000 - Special Projects	12,592	5,068	5,191	(1,465)	7,401	825	0	0
42600 - Interest Income Investments	11,850	8,910	9,627	7,868	2,223	990	1,024	1,258
42800 - Interest Income Checking	3,044	2,326	2,140	2,022	904	254	301	108
42900 - Visitor Guide Ad Income	30,000	30,000	0	21,981	18,381	0	0	2,400
43200 - LOTO Income	18,600	0	1,075	0	17,525	0	25	0
98000 - Transfer In								
<b>Total Revenue</b>	<b>3,466,199</b>	<b>2,580,282</b>	<b>2,743,310</b>	<b>2,480,498</b>	<b>711,270</b>	<b>315,018</b>	<b>292,047</b>	<b>312,105</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	10,400	8,400	7,259	7,350	3,141	600	642	593
61500 - Credit Card Fees	9,154	6,687	6,890	5,814	2,264	947	1,169	897
62500 - Advertising & Marketing	526,000	411,000	518,188	287,241	7,812	50,000	213,440	23,784

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
**September YTD 2015**

**CONSOLIDATED A & P COMMISSION**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	150,000	135,000	54,535	126,290	95,465	15,000	6,540	12,514
62700 · Website Update	12,000	9,000	5,085	4,000	6,915	1,000	500	500
63000 · Accounting & Legal Fees	6,000	4,500	1,945	1,347	4,055	500	0	0
63100 · Audit Expense	11,000	11,000	9,100	9,000	1,900	2,000	0	0
64000 · Office Expense	18,850	14,350	13,129	11,203	5,721	1,900	895	1,772
64100 · Visitor Store Expense	18,000	13,500	14,413	12,458	3,587	1,500	9,020	3,383
64150 - Clinton House Gift Shop	5,000	4,000	(1,028)	1,777	6,028	0	1,513	0
64500 · Insurance - Building	10,000	10,000	9,775	0	225	10,000	9,775	0
64501 - Insurance - Workers Comp	3,000	3,000	0	0	3,000	3,000	0	0
64502 - Insurance - D&O	0	0	1,991	0	(1,991)	0	0	0
65000 · Insurance & Health Benefits	122,717	91,100	73,908	71,687	48,809	10,042	7,374	10,662
65501 · Simple IRA Match	21,523	15,595	10,733	9,382	10,790	1,727	1,254	1,082
66000 · Car Allowance	3,750	2,850	3,150	2,700	600	300	300	300
66500 · Telephone Expense / Internet	17,604	13,121	14,838	12,414	2,766	1,762	2,650	1,851
67000 · Postage & Shipping Expense	23,260	16,760	14,900	22,361	8,360	2,060	0	1,157
67100 · Tracking Software	24,100	23,600	11,429	4,672	12,671	700	0	0
68100 · Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 · Maintenance / Lawn	10,500	6,900	6,626	575	3,874	200	395	300
68500 · Repairs & Maintenance Expense	162,350	121,800	99,924	73,141	62,426	15,350	12,824	8,867
68600 · Peace Fountain Maintenance	7,500	5,625	8,986	2,240	(1,486)	625	226	252
68700 · Linens	28,524	21,393	18,983	16,932	9,541	2,377	2,028	1,343
69500 · Publication & Dues	15,395	14,395	12,668	12,383	2,727	0	0	0
70000 · Travel / Training Expense	69,901	57,323	50,396	41,719	19,505	9,287	1,063	2,958
70500 · Taxes & Licenses	7,385	6,835	13,778	10,639	(6,393)	183	1,674	1,915
71000 · Collections Expense	53,430	40,190	44,617	40,193	8,813	4,673	5,191	4,674
72000 · Payroll Tax Expense	57,669	42,695	36,466	32,581	21,203	4,597	3,992	3,506
73000 · Convention Development	58,900	44,172	47,823	40,196	11,077	4,908	2,480	2,988
76500 · Contract Labor	48,800	35,844	45,934	43,118	2,866	3,916	5,282	8,146



**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**CONSOLIDATED A & P COMMISSION**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
77500 - Salaries Expense	659,610	475,133	449,624	396,457	209,986	51,476	50,928	44,446
77600 - Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 - Electric Utilities	77,906	60,087	55,545	49,575	22,361	6,870	7,529	1,072
78100 - Gas Utility	13,401	9,696	12,046	7,883	1,355	230	407	28
78200 - Water Utilitiy	10,366	7,917	7,245	7,841	3,121	1,166	1,048	1,151
78500 - Security	2,700	2,025	1,638	2,508	1,062	225	142	22
78600 - Airport Advertising	9,000	6,750	6,375	9,000	2,625	0	750	2,250
78700 - Minor Equipment	108,000	92,000	95,529	105,745	12,471	10,000	10,297	20
78800 - Airport Info Booth	4,800	3,600	2,800	2,400	2,000	0	0	0
94300 - LOTO Special Project	10,000	0	4,515	0	5,485	0	0	0
95000 - Misc. Special Projects - Other	267,148	259,624	151,676	813,193	115,472	825	13,497	33,030
95010 - 1st Thursday	21,000	18,000	17,350	23,770	3,650	3,000	3,144	4,930
95020 - Roots Festival	0	0	0	12,428	0	0	0	12,428
95026 - Incidental Expenses	0	0	5,321	0	(5,321)	0	0	0
95027 - Alcohol Purchases	0	0	29,130	0	(29,130)	0	(224)	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	746,556	559,917	559,917	502,214	186,639	62,213	62,213	55,802
97100 - Trustee Expense	6,000	4,500	0	3,375	6,000	0	0	0
99000 - Transfer Out								
<b>Total Expenditures</b>	<b>3,466,199</b>	<b>2,706,884</b>	<b>2,572,152</b>	<b>2,851,802</b>	<b>894,047</b>	<b>285,159</b>	<b>439,958</b>	<b>248,623</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(126,602)</b>	<b>171,158</b>	<b>(371,304)</b>	<b>(182,777)</b>	<b>29,859</b>	<b>(147,911)</b>	<b>63,482</b>
72500 - Depreciation Expense	0	0	47,374	0	(47,374)	0	5,264	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(126,602)</b>	<b>123,784</b>	<b>(371,304)</b>	<b>(230,151)</b>	<b>29,859</b>	<b>(153,175)</b>	<b>63,482</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**FAYETTEVILLE A & P**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	2,775,419	2,070,231	2,208,519	1,971,640	566,900	240,706	258,999	233,140
40200 - PY Hotel, Motel, Restaurant Tax	0	0	22,356	37,998	(22,356)	0	535	555
40600 - Rental Income	0	0	0	0	0	0	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40700 - 1st Thursday Income	0	0	0	0	0	0	0	0
40800 - Other Income	0	0	10,612	7,656	(10,612)	0	0	1,076
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	0	0	0	0	0	0	0	0
41001 - Parking Lease	0	0	0	0	0	0	0	0
41200 - Gift Shop Sales	0	0	0	0	0	0	0	0
41300 - Visitor Store	0	0	0	0	0	0	0	0
41400 - Partership Income	0	0	0	0	0	0	0	0
41600 - Admission Revenue	0	0	0	0	0	0	0	0
41700 - Health Reimbursement	725	725	1,389	6,556	(664)	0	0	1,490
42000 - Special Projects	0	0	0	0	0	0	0	0
42600 - Interest Income Investments	11,850	8,910	9,627	7,868	2,223	990	1,024	1,258
42800 - Interest Income Checking	2,000	1,502	931	1,277	1,069	166	112	39
42900 - Visitor Guide Ad Income	30,000	30,000	0	21,981	18,381	0	0	2,400
43200 - LOTO Income	10,000	0	700	0	9,300	0	0	0
98000 - Transfer In	0	0	0	0	0	0	0	0
<b>Total Revenue</b>	<b>2,829,994</b>	<b>2,111,368</b>	<b>2,254,134</b>	<b>2,054,976</b>	<b>564,241</b>	<b>241,862</b>	<b>260,670</b>	<b>239,958</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	10,400	8,400	7,192	7,350	3,208	600	642	593
61500 - Credit Card Fees	0	0	0	0	0	0	0	0
62500 - Advertising & Marketing	525,000	410,000	516,417	286,284	8,583	50,000	212,655	23,336

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**FAYETTEVILLE A & P**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	150,000	135,000	54,049	126,290	95,951	15,000	6,540	12,514
62700 · Website Update	12,000	9,000	5,085	4,000	6,915	1,000	500	500
63000 · Accounting & Legal Fees	6,000	4,500	1,945	1,347	4,055	500	0	0
63100 · Audit Expense	11,000	11,000	9,100	9,000	1,900	2,000	0	0
64000 · Office Expense	2,400	1,800	2,008	1,693	392	200	387	493
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building	10,000	10,000	9,775	0	225	10,000	9,775	0
64501 - Insurance - Workers Comp	3,000	3,000	0	0	3,000	3,000	0	0
64502 - Insurance - D&O	0	0	1,991	0	(1,991)	0	0	0
65000 · Insurance & Health Benefits	8,861	6,752	6,405	18,756	2,456	670	311	2,936
65501 · Simple IRA Match	6,182	4,417	1,567	3,132	4,615	485	222	348
66000 · Car Allowance	3,750	2,850	3,150	2,700	600	300	300	300
66500 · Telephone Expense / Internet	0	0	1,206	0	(1,206)	0	150	0
67000 · Postage & Shipping Expense	23,000	16,500	14,802	22,021	8,198	2,000	0	1,098
67100 · Tracking Software	0	0	381	0	(381)	0	0	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	9,500	6,000	0	0	9,500	0	0	0
68500 · Repairs & Maintenance Expense	75,000	56,250	27,889	11,600	47,111	6,250	2,861	0
68600 · Peace Fountain Maintenance	7,500	5,625	8,986	2,240	(1,486)	625	226	252
68700 · Linens	0	0	0	77	0	0	0	0
69500 · Publication & Dues	14,000	13,000	11,944	11,619	2,056	0	0	0
70000 · Travel / Training Expense	13,595	13,595	3,673	1,052	9,922	5,095	0	551
70500 · Taxes & Licenses	0	0	1,037	2,391	(1,037)	0	0	1,905
71000 · Collections Expense	53,430	40,190	44,617	40,193	8,813	4,673	5,191	4,674
72000 · Payroll Tax Expense	11,786	9,170	8,833	10,257	2,953	872	850	887
73000 · Convention Development	0	0	2,354	35	(2,354)	0	98	0
76500 · Contract Labor	0	0	0	3,744	0	0	0	2,625

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**FAYETTEVILLE A & P**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
77500 - Salaries Expense	138,650	102,596	108,083	125,730	30,567	10,083	10,815	11,301
77600 - Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 - Electric Utilities	0	0	0	0	0	0	0	0
78100 - Gas Utility	0	0	0	0	0	0	0	0
78200 - Water Utilitiy	0	0	0	0	0	0	0	0
78500 - Security	0	0	0	0	0	0	0	0
78600 - Airport Advertising	9,000	6,750	6,375	9,000	2,625	0	750	2,250
78700 - Minor Equipment	100,000	84,000	91,456	105,482	8,544	10,000	9,450	20
78800 - Airport Info Booth	4,800	3,600	2,800	2,400	2,000	0	0	0
94300 - LOTO Special Project	10,000	0	65	0	9,935	0	0	0
95000 - Misc. Special Projects - Other	254,556	254,556	132,201	755,519	122,355	0	13,413	26,830
95010 - 1st Thursday	0	0	0	2,200	0	0	0	0
95020 - Roots Festival	0	0	0	0	0	0	0	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol Purchases	0	0	0		0	0	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	746,556	559,917	559,917	502,214	186,639	62,213	62,213	55,802
97100 - Trustee Expense	6,000	4,500	0	3,375	6,000	0	0	0
99000 - Transfer Out	599,028	599,028	315,000	65,000	284,028	0	0	0
<b>Total Expenditures</b>	<b>2,829,994</b>	<b>2,386,996</b>	<b>1,965,303</b>	<b>2,136,701</b>	<b>864,691</b>	<b>185,566</b>	<b>337,349</b>	<b>149,215</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(275,628)</b>	<b>288,831</b>	<b>(81,725)</b>	<b>(300,450)</b>	<b>56,296</b>	<b>(76,679)</b>	<b>90,743</b>
72500 - Depreciation Expense	0	0	47,374	0	(47,374)	0	5,264	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(275,628)</b>	<b>241,457</b>	<b>(81,725)</b>	<b>(347,824)</b>	<b>56,296</b>	<b>(81,942)</b>	<b>90,743</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**CLINTON HOUSE**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 - PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 - Rental Income	350	250	550	0	(200)	0	150	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40700 - 1st Thursday Income	0	0	0	0	0	0	0	0
40800 - Other Income	200	150	150	350	50	50	100	0
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	0	0	0	0	0	0	0	0
41001 - Parking Lease	0	0	0	0	0	0	0	0
41200 - Gift Shop Sales	6,150	5,550	4,940	5,201	1,210	450	195	399
41300 - Visitor Store	0	0	0	0	0	0	0	0
41400 - Partership Income	0	0	0	0	0	0	0	0
41600 - Admission Revenue	13,150	11,450	13,408	10,786	(258)	1,000	1,560	902
41700 - Health Reimbursement	0	0	0	0	0	0	0	0
42000 - Special Projects	0	0	175	0	(175)	0	0	0
42600 - Interest Income Investments	0	0	0	0	0	0	0	0
42800 - Interest Income Checking	73	55	60	53	13	6	13	7
42900 - Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 - LOTO Income	0	0	0	0	0	0	0	0
98000 - Transfer In	83,082	83,082	50,000	15,000	33,082	0	0	0
<b>Total Revenue</b>	<b>103,005</b>	<b>100,537</b>	<b>69,283</b>	<b>31,390</b>	<b>33,722</b>	<b>1,506</b>	<b>2,018</b>	<b>1,308</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	0	0	0	0	0	0	0	0
61500 - Credit Card Fees	1,200	900	596	542	604	100	57	51
62500 - Advertising & Marketing	0	0	0	0	0	0	0	0

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**CLINTON HOUSE**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	3,550	2,500	1,360	2,078	2,190	250	57	348
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	5,000	4,000	(1,028)	1,777	6,028	0	1,513	0
64500 · Insurance - Building	0	0	0	0	0	0	0	0
64501 - Insurance - Workers Comp	0	0	0	0	0	0	0	0
64502 - Insurance - D&O	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	8,139	6,030	5,875	6,175	2,264	670	531	714
65501 · Simple IRA Match	1,297	927	922	838	375	103	102	93
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	1,270	955	1,090	948	180	105	134	106
67000 · Postage & Shipping Expense	0	0	0	0	0	0	0	0
67100 · Tracking Software	0	0	0	0	0	0	0	0
68100 · Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 · Maintenance / Lawn	1,000	900	6,626	575	(5,626)	200	395	300
68500 · Repairs & Maintenance Expense	1,500	1,000	592	162	908	0	0	0
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	210	210	210	210	0	0	0	0
70000 · Travel / Training Expense	2,000	2,000	1,085	458	915	0	0	0
70500 · Taxes & Licenses	1,200	900	418	379	782	100	59	0
71000 · Collections Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	3,868	2,763	2,458	2,280	1,410	307	261	237
73000 · Convention Development	0	0	0	0	0	0	0	0
76500 · Contract Labor	11,400	7,800	7,711	6,430	3,689	800	720	800

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**CLINTON HOUSE**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
77500 - Salaries Expense	43,015	30,726	30,718	27,926	12,297	3,414	3,413	3,103
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	1,483	1,083	1,014	871	469	180	151	173
78100 - Gas Utility	1,119	914	915	648	204	30	26	28
78200 - Water Utilitiy	1,454	1,187	665	1,132	789	223	132	214
78500 - Security	300	225	198	198	102	25	22	22
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	2,000	2,000	772	0	1,228	0	0	0
78800 - Airport Info Booth	0	0	0	0	0	0	0	0
94300 - LOTO Special Project	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	0	0	332	1,154	(332)	0	69	770
95010 - 1st Thursday	0	0	0	0	0	0	0	0
95020 - Roots Festival	0	0	0	0	0	0	0	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol Purchases	0	0	0	0	0	0	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 - Trustee Expense	0	0	0	0	0	0	0	0
99000 - Transfer Out	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>103,005</b>	<b>79,020</b>	<b>74,529</b>	<b>66,781</b>	<b>28,476</b>	<b>6,507</b>	<b>7,642</b>	<b>6,959</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>21,517</b>	<b>(5,246)</b>	<b>(35,391)</b>	<b>5,246</b>	<b>(5,001)</b>	<b>(5,624)</b>	<b>(5,651)</b>
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>21,517</b>	<b>(5,246)</b>	<b>(35,391)</b>	<b>5,246</b>	<b>(5,001)</b>	<b>(5,624)</b>	<b>(5,651)</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**TOWN CENTER**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 - PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 - Rental Income	426,711	315,745	322,714	275,562	103,997	58,575	25,650	47,056
40601 - Incidentals	47,978	35,104	34,255	55,422	13,723	3,259	220	0
40602 - Alcohol Sales	33,663	23,570	40,449	0	(6,786)	1,790	0	0
40700 - 1st Thursday Income	0	0	0	0	0	0	0	0
40800 - Other Income	0	0	1,392	27	(1,392)	0	0	0
40900 - Roots Festival	0	0	0	15,265	0	0	0	15,265
41000 - Parking Revenue	16,936	13,047	11,215	10,112	5,721	869	1,056	869
41001 - Parking Lease	12,831	10,156	14,230	6,203	(1,399)	250	(492)	250
41200 - Gift Shop Sales	0	0	0	0	0	0	0	0
41300 - Visitor Store	0	0	0	0	0	0	0	0
41400 - Partership Income	0	0	0	0	0	0	0	0
41600 - Admission Revenue	0	0	0	0	0	0	0	0
41700 - Health Reimbursement	0	0	0	0	0	0	0	0
42000 - Special Projects	12,592	5,068	5,016	(1,465)	7,576	825	0	0
42600 - Interest Income Investments	0	0	0	0	0	0	0	0
42800 - Interest Income Checking	721	579	798	579	(77)	62	110	62
42900 - Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 - LOTO Income	0	0	0	0	0	0	0	0
98000 - Transfer In	0	0	0	0	0	0	0	0
<b>Total Revenue</b>	<b>551,432</b>	<b>403,269</b>	<b>430,069</b>	<b>361,705</b>	<b>121,363</b>	<b>65,630</b>	<b>26,544</b>	<b>63,502</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	0	0	0	0	0	0	0	0
61500 - Credit Card Fees	5,814	4,247	5,457	3,860	357	657	1,048	657
62500 - Advertising & Marketing	1,000	1,000	621	0	379	0	500	0



**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**TOWN CENTER**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	5,400	4,050	6,145	3,350	(745)	450	274	182
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building	0	0	0	0	0	0	0	0
64501 - Insurance - Workers Comp	0	0	0	0	0	0	0	0
64502 - Insurance - D&O	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	40,695	30,150	28,175	23,511	12,520	3,350	2,973	2,854
65501 · Simple IRA Match	5,796	4,347	3,465	2,888	2,331	483	396	321
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	7,684	5,716	5,185	5,709	2,499	657	591	657
67000 · Postage & Shipping Expense	260	260	15	0	245	60	0	0
67100 · Tracking Software	0	0	0	0	0	0	0	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	0	0	0	0	0	0	0	0
68500 · Repairs & Maintenance Expense	84,000	63,000	69,606	59,869	14,394	9,000	9,446	8,837
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	28,524	21,393	18,983	16,855	9,541	2,377	2,028	1,343
69500 · Publication & Dues	0	0	0	0	0	0	0	0
70000 · Travel / Training Expense	4,000	4,000	5,691	9,240	(1,691)	0	150	1,726
70500 · Taxes & Licenses	5,000	4,750	9,942	5,683	(4,942)	83	1,365	10
71000 · Collections Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	17,246	13,032	11,257	9,992	5,989	1,448	1,262	1,230
73000 · Convention Development	0	0	177	0	(177)	0	177	0
76500 · Contract Labor	37,400	28,044	38,223	31,656	(823)	3,116	4,562	4,701

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**TOWN CENTER**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
77500 - Salaries Expense	202,784	144,846	138,708	122,255	64,076	16,094	16,354	15,528
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	70,298	54,229	49,961	43,997	20,337	6,340	6,900	127
78100 - Gas Utility	12,282	8,782	11,131	7,235	1,151	200	381	0
78200 - Water Utilitiy	8,257	6,225	6,130	6,224	2,127	893	865	893
78500 - Security	2,400	1,800	1,440	2,190	960	200	120	0
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	0	0	370	0	(370)	0	0	0
78800 - Airport Info Booth	0	0	0	0	0	0	0	0
94300 - LOTO Special Project	0	0	0	0	0	0	0	0
95000 - Misc. Special Projects - Other	12,592	5,068	18,614	55,468	(6,022)	825	15	4,378
95010 - 1st Thursday	0	0	0	0	0	0	0	0
95020 - Roots Festival	0	0	0	12,428	0	0	0	12,428
95026 - Incidental Expenses	0	0	5,321	0	(5,321)	0	0	0
95027 - Alcohol Purchases	0	0	29,130	0	(29,130)	0	(224)	
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 - Trustee Expense	0	0	0	0	0	0	0	0
99000 - Transfer Out	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>551,432</b>	<b>404,939</b>	<b>463,747</b>	<b>422,410</b>	<b>87,685</b>	<b>46,233</b>	<b>49,183</b>	<b>55,872</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(1,670)</b>	<b>(33,678)</b>	<b>(60,705)</b>	<b>33,678</b>	<b>19,397</b>	<b>(22,639)</b>	<b>7,630</b>
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>(1,670)</b>	<b>(33,678)</b>	<b>(60,705)</b>	<b>33,678</b>	<b>19,397</b>	<b>(22,639)</b>	<b>7,630</b>

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**VISITOR CENTER**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Revenue</b>								
40000 - Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 - PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 - Rental Income	0	0	0	0	0	0	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40700 - 1st Thursday Income	20,000	18,000	16,841	16,516	3,159	2,000	691	2,186
40800 - Other Income	0	0	174	2,788	(174)	0	0	150
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 - Parking Revenue	0	0	0	0	0	0	0	0
41001 - Parking Lease	0	0	0	0	0	0	0	0
41200 - Gift Shop Sales	0	0	0	0	0	0	0	0
41300 - Visitor Store	32,000	26,000	20,433	27,160	11,567	4,000	2,033	4,151
41400 - Partership Income	4,000	4,000	1,650	850	2,350	0	0	850
41600 - Admission Revenue	0	0	0	0	0	0	0	0
41700 - Health Reimbursement	0	0	0	0	0	0	0	0
42000 - Special Projects	0	0	0	0	0	0	0	0
42600 - Interest Income Investments	0	0	0	0	0	0	0	0
42800 - Interest Income Checking	250	190	351	113	(101)	20	66	0
42900 - Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 - LOTO Income	8,600	0	375	0	8,225	0	25	0
98000 - Transfer In	515,946	515,946	265,000	50,000	250,946	0	0	0
<b>Total Revenue</b>	<b>580,796</b>	<b>564,136</b>	<b>304,824</b>	<b>97,427</b>	<b>275,972</b>	<b>6,020</b>	<b>2,815</b>	<b>7,337</b>
<b>Expenditures</b>								
61000 - Signage-Tourism	0	0	67	0	(67)	0	0	0
61500 - Credit Card Fees	2,140	1,540	837	1,412	1,303	190	64	189
62500 - Advertising & Marketing	0	0	1,150	957	(1,150)	0	285	448

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**VISITOR CENTER**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
62600 · Printing/Brochures	0	0	486	0	(486)	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	7,500	6,000	3,616	4,082	3,884	1,000	177	749
64100 · Visitor Store Expense	18,000	13,500	14,413	12,458	3,587	1,500	9,020	3,383
64150 · Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building	0	0	0	0	0	0	0	0
64501 · Insurance - Workers Comp	0	0	0	0	0	0	0	0
64502 · Insurance - D&O	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	65,022	48,168	33,453	23,245	31,569	5,352	3,559	4,158
65501 · Simple IRA Match	8,248	5,904	4,779	2,524	3,469	656	534	320
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	8,650	6,450	7,357	5,757	1,293	1,000	1,775	1,088
67000 · Postage & Shipping Expense	0	0	83	340	(83)	0	0	59
67100 · Tracking Software	24,100	23,600	11,048	4,672	13,052	700	0	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	0	0	0	0	0	0	0	0
68500 · Repairs & Maintenance Expense	1,850	1,550	1,837	1,510	13	100	517	30
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	1,185	1,185	514	554	671	0	0	0
70000 · Travel / Training Expense	50,306	37,728	39,947	30,969	10,359	4,192	913	681
70500 · Taxes & Licenses	1,185	1,185	2,381	2,186	(1,196)	0	250	0
71000 · Collections Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	24,769	17,730	13,918	10,052	10,851	1,970	1,619	1,152
73000 · Convention Development	58,900	44,172	45,292	40,161	13,608	4,908	2,205	2,988
76500 · Contract Labor	0	0	0	1,288	0	0	0	20

**Fayetteville A P Commission**  
**Statement of Budget, Revenue and Expense**  
September YTD 2015

**VISITOR CENTER**

	2015	September 2015 Year-to-Date		2014	2015	September 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month
<b>Expenditures (cont.)</b>								
77500 - Salaries Expense	275,161	196,965	172,115	120,546	103,046	21,885	20,346	14,514
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	6,125	4,775	4,570	4,707	1,555	350	478	772
78100 - Gas Utility	0	0	0	0	0	0	0	0
78200 - Water Utilitiy	655	505	450	485	205	50	51	44
78500 - Security	0	0	0	120	0	0	0	0
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	6,000	6,000	2,931	263	3,069	0	847	0
78800 - Airport Info Booth	0	0	0	0	0	0	0	0
94300 - LOTO Special Project	0	0	4,450	0	(4,450)	0	0	0
95000 - Misc. Special Projects - Other	0	0	529	1,052	(529)	0	0	1,052
95010 - 1st Thursday	21,000	18,000	17,350	21,570	3,650	3,000	3,144	4,930
95020 - Roots Festival	0	0	0	0	0	0	0	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol Purchases	0	0	0	0	0	0	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 - Trustee Expense	0	0	0	0	0	0	0	0
99000 - Transfer Out	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>580,796</b>	<b>434,957</b>	<b>383,573</b>	<b>290,910</b>	<b>197,223</b>	<b>46,853</b>	<b>45,784</b>	<b>36,577</b>
<b>Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>129,179</b>	<b>(78,749)</b>	<b>(193,483)</b>	<b>78,749</b>	<b>(40,833)</b>	<b>(42,969)</b>	<b>(29,240)</b>
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
<b>Revised Excess of Revenues Over/(Under) Expenditures</b>	<b>0</b>	<b>129,179</b>	<b>(78,749)</b>	<b>(193,483)</b>	<b>78,749</b>	<b>(40,833)</b>	<b>(42,969)</b>	<b>(29,240)</b>



OFFICE OF THE  
CITY ATTORNEY

## DEPARTMENTAL CORRESPONDENCE



**Kit Williams**  
*City Attorney*

**Blake Pennington**  
*Assistant City Attorney*

**Patti Mulford**  
*Paralegal*

**TO: Mayor Jordan**  
**A&P Commissioners**

**CC: City Council**  
**Casey Jones, Prosecuting Attorney**

**FROM: Kit Williams, City Attorney**

**DATE: October 5, 2015**

**RE: Overdue HMR collection efforts**

The City Prosecutor reported on 28 active Hotel, Motel and Restaurant overdue tax collection cases for September 2015 as shown on his attached report. One of these cases was closed. The City Prosecutor's Office collected **\$1,296.36** in overdue HMR taxes in September. Year to date collections total **\$29,807.26** which equals more than **\$3,300.00** per month.

Clinton K. Jones – City Prosecutor  
Brian Thomas – Deputy City Prosecutor



Mandy Finklea – Office Administrator  
prosecutor@fayetteville-ar.gov

OFFICE OF THE CITY PROSECUTOR

MEMO

**TO:** K. Williams  
Fayetteville City Attorney

**FROM:** Casey Jones  
Fayetteville City Prosecutor

**DATE:** October 2, 2015

**RE:** Status of Active HMR cases

A handwritten signature, likely of Casey Jones, is written in black ink. It consists of a large, stylized 'C' followed by a long, sweeping horizontal line that extends to the right.

1. Collected: \$1,296.36;
2. Closed 1 case and
3. Currently 28 open cases with the Prosecutors Office.

## Fayetteville Town Center, Manager's Activity Report

September 1, 2015 to September 30, 2015

### Sales:

	SEPTEMBER 2014 (base)	SEPTEMBER 2015	Month % Change	YTD 2014	YTD 2015	YTD % Change
<b>Sales</b> (# returned contracts by log date – GL)	20	17	(15%)	125	115	(8%)
<b>Complete Events</b> (Paid/Sponsored) (EMS Calendar - attached)	28	24	(14%)	176	200	14%
<b>Sales</b> (\$ returned contracts by log date – GL)	\$39,700.02	\$38,437.00	(3%)	\$319,731.50	\$270,935.40	(15%)
<b>Collections</b> (\$ - Payment Log)	\$35,641.62	\$31,026.03	(13%)	\$365,311.49	\$381,295.85	4%
<b>Executed Contracts</b>	\$45,986.00	\$66,125.00	44%	\$360,866.38	\$479,492.90	33%
<b>Average per Contract (\$ Sales / # Sales)</b>	\$1,985.00	\$2,261.00	14%	\$2,557.85	\$2,355.96	(8%)

### Operations Items

- Sales Strategy for 2016
- First Thursday Planning
- General Maintenance
- Maintenance Projects 2016

### Coordination – Corp/Assoc./UA

- VA
- Fred Pryor Seminars
- ABC Home Inspection
- University of Arkansas College of Health and Education Professions Luncheon
- Audrey Harris Vision Conference
- University of Arkansas College of Admissions Fair
- Planned Parenthood
- Western Arkansas Trial Lawyers
- Washington Regional Medical Center
- Excellence in Business
- Central/Moon Tasting

### Coordination – Social/NP/Ed

- New Life Church-September 6, 13, 20, 27, 2015
- Lauren's Quinceanera-September 5, 2015
- Barrio Fiesta- September 12, 2015
- Turner-Thompson Rehearsal Dinner-September 12, 2015
- Planned Parenthood –September 16, 2015
- Haas Hall Academy Fundraiser-September 17, 2015
- College Funding Workshop-September 29, 2015

### Event List:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• September 2 – VA Mental Health</li> <li>• September 3 – ABC Home Inspection</li> <li>• September 4 – ABC Home Inspection</li> <li>• September 4 – UA CoHep Luncheon</li> <li>• September 5 – Lauren's Party</li> <li>• September 6 – New Life Church</li> <li>• September 10 – Audrey Harris Vision</li> <li>• September 11 – Veterans Administration</li> <li>• September 12 – Barrio Fiesta</li> <li>• September 12 – Turner Rehearsal Dinner</li> <li>• September 13 – New Life Church</li> <li>• September 14 – Fred Pryor Seminar</li> </ul> | <ul style="list-style-type: none"> <li>▪ September 15 – Fred Pryor Seminar</li> <li>▪ September 15 – UA College of Admissions</li> <li>▪ September 16 – Planned Parenthood</li> <li>▪ September 17 – Haas Hall Academy</li> <li>▪ September 18 – Roberts Celebration of Life</li> <li>▪ September 18 – Western AR Trial Lawyers</li> <li>▪ September 19 – Washington Regional</li> <li>▪ September 20 – New Life Church</li> <li>▪ September 22 – Fayetteville Chamber</li> <li>▪ September 27 – New Life Church</li> <li>▪ September 29 – Moon Distributing</li> <li>▪ September 29 – College Funding Workshop</li> </ul> |
|--|--|

### Event Breakdown

Social – 17%

Non-profit – 21%

UA – 13%

Educational – 4%

Corporate – 45%



## Sales Leads By Sales Manager

<b>COLLIN</b>	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
<b>September 2015</b>						
Everyman Athlete			0	0	0	0
NWA Travel & Meeting Professional Network Qt3 2015			0	0	0	0
Sub-Total for September	2 Meetings		0		0	\$0
Sub-Total for COLLIN	2 Meetings		0		0	\$0

<b>JULIE</b>	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
<b>September 2015</b>						
Kincade Travel	09/03/2015 09/03/2015		45	0	0	5,559
Little Rock Tours	09/05/2015 09/05/2015		52	0	0	6,424
Little Rock Tours	09/19/2015 09/19/2015		52	0	0	6,424
Concordia Happiness Tour	09/30/2015 09/30/2015		18	0	0	2,224
Wade Tours	10/06/2015 10/06/2015		20	0	0	2,471
Little Rock Tours	10/24/2015 10/24/2015		52	0	0	6,424
Little Rock Tours	10/31/2015 10/31/2015		52	0	0	6,424
Mitchell Reunion	11/13/2015 11/15/2015		20	15	30	7,412
Little Rock Tours	11/21/2015 11/21/2015		52	0	0	6,424
Little Rock Tours	11/27/2015 11/27/2015		52	0	0	6,424

## Sales Leads By Sales Manager

<b><i>JULIE</i></b>	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
<b><i>September 2015</i></b>						
Sub-Total for September	10 Meetings		415		30	\$56,206
Sub-Total for JULIE	10 Meetings		415		30	\$56,206
GRAND TOTAL	12 Meetings		415		30	\$56,206

## Definite Bookings By Sales Manager

***JULIE***

***September 2015***

	Meeting Dates	Attn'd	Peak	Rooms	\$ Value
Kincade Travel	09/03/2015 09/03/2015	45	0	0	5,559
Concordia Happiness Tour	09/30/2015 09/30/2015	18	0	0	2,224
Wade Tours	10/06/2015 10/06/2015	20	0	0	2,471
Mitchell Reunion	11/13/2015 11/15/2015	20			7,412
<b>Sub-Total for September</b>	<u>4</u>	<u>103</u>		<u>0</u>	<u>\$17,665</u>
<b>Sub-Total for JULIE</b>	<u>4</u>	<u>103</u>		<u>0</u>	<u>\$17,665</u>
<b>GRAND TOTAL</b>	<u>4</u>	<u>103</u>		<u>0</u>	<u>\$17,665</u>

## Completions by Meeting Date

September 2015	Rep	Meeting Dates	Completion	Attend	Peak	Block Pickup	\$ Value
Kincade Travel	JULIE	09/03/2015 09/03/2015	09/08/2015	45	0	0 0	\$5,559
Turner Coaches Inc	JULIE	09/11/2015 09/11/2015	09/25/2015	29	0	0 0	\$3,582
Star Destinations	JULIE	09/14/2015 09/18/2015	09/25/2015	53	25	100 100	\$32,735
HQ: Chancellor Hotel							
Visit Norman	HAZEL	09/29/2015	10/01/2015	40	40	40	\$9,882
City to City Visit		09/30/2015				0	
HQ: Chancellor Hotel							
Total for September		4 Groups			Blocked	140	\$51,758
					Picked Up	100	
					% Picked Up	71.43%	
Total for 2015		4 Groups			Blocked	140	\$51,758
					Picked Up	100	
					% Picked Up	71.43%	

## Lost Business By Reason

Business Turned Lost Between 09/01/2015 and 09/30/2015

Rep	Mtg Dates	Attd	Rm Nts	\$ Value
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*Subtotal for*

## Lost Business By Reason

Business Turned Lost Between 09/01/2015 and 09/30/2015

Mtg Dates	Attd	Rm Nts	\$ Value	% of Group

*Grand Total*

September 2015 Visitors Bureau

State Breakdown

Canada	15
MA	10
PR	3
TN	28
AL	17
FL	46
GA	20
SC	13
NC	26
WV	3
VA	19
MD	6
DE	3
PA	32
NY	22
SD	7
MN	35
WI	53
OK	47
AR	84
LA	35
NE	13
KS	38
MO	88
WA	8
OR	3
HI	1
NV	2
NM	5
CA	28
AE	1
NJ	14
CT	7
ME	2
RI	2
NH	1
IA	46
MI	74
IN	52
OH	69
KY	19
MS	18
IL	108
MT	7
ND	3
AZ	9
UT	6
ID	2
WY	4
CO	12
TX	161

Materials Breakdown

Insiders Guide	1298
city map	22
Bentonville mag	1
NATA Guide	2
craft fairs brochure	1
calendar	1
motorcycle	200
bottle opener	5
trails map	17
ale passport	47
historical walking tour	5
Walmart Museum	1
Cyrstal Bridges	1
driving tour	1

Total records mailed 1327

Fayetteville Visitor's Center  
Sales Date Comparison

Department	9/1/2014 to 9/30/2014					9/1/2015 to 9/30/2015				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
Accessories	5	0.00	2,967.76	100.00	2,967.76	0	0.00	0.00	0.00	0.00
Books	4	15.00	30.00	50.00	15.00	2	22.00	46.00	52.17	24.00
Clothing	15	131.24	334.91	60.81	203.67	5	78.41	136.75	42.66	58.34
Consignment	81	746.35	1,117.50	33.21	371.15	3	27.50	58.00	52.59	30.50
Fayettechill	8	82.00	149.00	44.97	67.00	16	164.55	229.00	28.14	64.45
Food Accessories	4	64.00	128.00	50.00	64.00	0	0.00	0.00	0.00	0.00
Jewelry	0	0.00	0.00	0.00	0.00	19	84.45	185.26	54.42	100.81
Local Food & Drink	0	0.00	0.00	0.00	0.00	1	5.00	12.95	61.39	7.95
Local Non-Food	135	284.24	504.13	43.62	219.89	148	271.57	484.17	43.91	212.60
Postcard	36	111.37	185.89	40.09	74.52	30	52.66	113.60	53.64	60.94
Razorback	182	27.90	47.00	40.64	19.10	104	16.63	26.00	36.04	9.37
Silli Pints	48	172.58	322.00	46.40	149.42	46	195.80	399.71	51.01	203.91
Souvenirs	10	60.00	100.00	40.00	40.00	12	72.00	120.00	40.00	48.00
Vendor Fees	0	0.00	0.00	0.00	0.00	9	19.50	41.25	52.73	21.75
	0	0.00	0.00	0.00	0.00	7	0.00	105.00	100.00	105.00
	528	1,694.68	5,886.19	71.21	4,191.51	402	1,010.07	1,957.69	48.41	947.62



10/12/15  
9:57 AM

### Clinton House Museum Sales Date Comparison

Department	Qty	So	Ext Cost	Ext Price	Margin %	Total Margin \$
ACTION FIGURE	1		11.95	19.92	40.01	7.97
ADMISSION	2,769		0.00	17,742.00	100.00	17,742.00
APRON	2		15.54	25.90	40.00	10.36
BASEBALL	9		54.11	75.55	28.38	21.44
BBQ SAUCE	2		7.20	10.50	31.43	3.30
BIRDHOUSE	2		14.89	27.90	46.63	13.01
BOBBLEHEAD	4		42.18	67.80	37.79	25.62
BOOK	114		614.68	1,216.11	49.46	601.43
BUMPER STICKER	28		30.45	61.25	50.29	30.80
BUTTON	32		21.60	93.05	76.79	71.45
CARD	4		3.00	10.00	70.00	7.00
CATERING	1		0.00	388.40	100.00	388.40
CD	3		27.00	45.00	40.00	18.00
COASTER	4		23.84	31.80	25.03	7.96
COINPURSE	1		0.00	5.95	100.00	5.95
COOKIE CUTTER	25		17.75	43.75	59.43	26.00
DANA TIGER	1		0.01	15.00	99.93	14.99
DIAMOND	31		23.25	31.00	25.00	7.75
DONATION	8		0.00	400.00	100.00	400.00
DUCK	4		37.20	51.80	28.19	14.60
DVD	2		22.80	38.00	40.00	15.20
EVENTS	2		0.00	300.00	100.00	300.00
FANDEX	5		32.85	54.75	40.00	21.90
FIGURINE	5		23.88	54.75	56.38	30.87
FLAG	1		3.60	6.00	40.00	2.40
FLASHCARDS	5		52.30	69.75	25.02	17.45
GROUP TOUR	41		0.00	1,025.00	100.00	1,025.00
HAT	4		42.00	60.00	30.00	18.00
INFO CARD	1		1.25	2.50	50.00	1.25
KEYCHAIN	2		6.00	10.00	40.00	4.00
LICENSE PLATE	4		29.92	39.90	25.01	9.98
MAGNET	246		301.24	747.90	59.72	446.66
MONEY CLIP	1		3.00	5.00	40.00	2.00
MOUSEPAD	1		0.00	9.95	100.00	9.95
MUG	17		126.82	169.15	25.03	42.33
NECKLACE	2		4.22	6.00	29.67	1.78
OUTFIT	2		19.64	31.90	38.43	12.26
PAPERDOLLS	7		32.88	54.89	40.10	22.01
PATCH	2		4.74	7.90	40.00	3.16
PEN	11		44.09	83.50	47.20	39.41
PHOTO	4		6.00	10.00	40.00	4.00
PIN	44		144.13	291.05	50.48	146.92
PLACEMAT	29		107.86	144.71	25.46	36.85
PLATE	2		2.74	10.00	72.60	7.26
POSTCARD	402		100.50	235.50	57.32	135.00
POSTER	6		14.22	23.70	40.00	9.48
PROGRAM	1		2.97	4.95	40.00	1.98
PUZZLE	6		50.22	83.70	40.00	33.48
QUOTES	2		14.34	23.90	40.00	9.56
RULER	1		1.17	1.95	40.00	0.78
SIGN	3		0.00	53.85	100.00	53.85
STICKER	26		2.10	26.00	91.92	23.90
THIMBLE	6		4.20	26.80	84.33	22.60
TOY	21		140.62	224.20	37.28	83.58
TSHIRT	70		639.63	1,236.25	48.26	596.62
	4,029		2,926.58	25,536.08	88.54	22,609.50

## Clinton House Museum Sales Date Comparison

9/1/2015 to 9/30/2015				
Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
0	0.00	0.00	0.00	0.00
252	0.00	1,710.00	100.00	1,710.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
6	26.46	31.70	16.53	5.24
1	0.95	2.25	57.78	1.30
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
2	0.00	100.00	100.00	100.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
1	8.96	9.95	9.95	0.99
14	19.75	46.25	57.30	26.50
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
2	3.00	5.00	40.00	2.00
2	6.08	8.95	32.07	2.87
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
24	6.00	12.00	50.00	6.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
1	0.00	1.00	100.00	1.00
0	0.00	0.00	0.00	0.00
1	9.71	15.95	39.12	6.24
3	25.56	45.00	43.20	19.44
309	106.47	1,988.05	94.64	1,881.58

2015 FAPC Monthly Agency Report

	January	February	March	April	May	June	July	August	September	October	November	December	Total YTD
<b>Guide Requests</b>													
Advertising	274	726	507	1,464	1,616	1,129	1,279	978	1,298				9,271
Website	79	75	72	98	116	75	132	110	118				875
Web Downloads	52	59	111	74	80	89	195	149	134				943
Web Views	261	198	190	225	173	276	417	234	187				2,161
<b>Total</b>	<b>666</b>	<b>1,058</b>	<b>880</b>	<b>1,861</b>	<b>1,985</b>	<b>1,569</b>	<b>2,023</b>	<b>1,471</b>	<b>1,737</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,250</b>
<b>BAR Searches</b>													
Current Month	527	559	831	821	707	1,012	1,477	2,076	2,047				10057
Previous Year	334	334	488	661	625	769	921	871	1,128				6131
YOY % Change	+ 58 %	+ 67 %	+ 70 %	+ 24 %	+ 13 %	+ 32 %	+ 60 %	+ 138 %	+ 81 %	#DIV/0!	#DIV/0!	#DIV/0!	+ 64 %
<b>Web Traffic</b>													
Total Users	13,879	12,773	15,798	14,449	19,244	18,789	19,026	18,831	20,145				152,934
Previous Year	10,980	8,169	14,208	12,136	14,905	15,199	14,771	14,354	15,435				120,157
YOY % Change	+ 26 %	+ 56 %	+ 11 %	+ 19 %	+ 29 %	+ 24 %	+ 29 %	+ 31 %	+ 31 %	#DIV/0!	#DIV/0!	#DIV/0!	+ 27 %
Total Sessions	16,193	15,029	19,061	17,087	22,530	22,247	22,506	22,086	23,355				180,094
Previous Year	12,712	9,599	16,497	13,973	17,293	17,635	17,084	16,727	18,017				139,537
YOY % Change	+ 27 %	+ 57 %	+ 16 %	+ 22 %	+ 30 %	+ 26 %	+ 32 %	+ 32 %	+ 30 %	#DIV/0!	#DIV/0!	#DIV/0!	+ 29 %
<b>Target States</b>													
<b>Arkansas</b>	<b>7,276</b>	<b>6,417</b>	<b>7,570</b>	<b>7,562</b>	<b>9,853</b>	<b>9,109</b>	<b>8,860</b>	<b>8,226</b>	<b>8,192</b>				<b>73,065</b>
Previous Year	5,558	4,248	7,586	5,985	6,798	6,675	6,910	6,260	6,334				56,354
	31%	51%	0%	26%	45%	36%	28%	31%	29%				30%
<b>Oklahoma</b>	<b>1,961</b>	<b>1,480</b>	<b>2,035</b>	<b>1,938</b>	<b>2,070</b>	<b>1,981</b>	<b>1,624</b>	<b>1,547</b>	<b>1,720</b>				<b>16,356</b>
Previous Year	1,257	1,090	2,497	1,896	2,157	1,956	2,272	1,903	2,384				17,412
	56%	36%	-19%	2%	-4%	1%	-29%	-19%	-28%				-6%
<b>Texas</b>	<b>1,147</b>	<b>1,277</b>	<b>1,833</b>	<b>1,769</b>	<b>2,985</b>	<b>3,680</b>	<b>4,119</b>	<b>4,339</b>	<b>4,699</b>				<b>25,848</b>
Previous Year	1,502	839	1,274	1,034	1,320	1,722	1,829	1,411	1,428				12,359
	-24%	52%	44%	71%	126%	114%	125%	208%	229%				109%
<b>Missouri</b>	<b>839</b>	<b>904</b>	<b>1,124</b>	<b>885</b>	<b>1,106</b>	<b>1158</b>	<b>1,186</b>	<b>1,165</b>	<b>1,618</b>				<b>9,985</b>
Previous Year	780	541	878	701	782	841	876	841	868				7,108
	8%	67%	28%	26%	41%	38%	35%	39%	86%				40%
<b>Tennessee</b>	<b>619</b>	<b>470</b>	<b>691</b>	<b>617</b>	<b>823</b>	<b>867</b>	<b>817</b>	<b>814</b>	<b>1,025</b>				<b>6,743</b>
Previous Year	216	154	444	422	515	603	588	638	631				4,211
	187%	205%	56%	46%	60%	44%	39%	28%	62%				60%
<b>Organic Search Traffic</b>													
Current Month	12,860	11,584	14,717	13,668	16,290	16,332	16,308	15,150	15,198				132,107
Previous Year	8,344	6,510	10,658	9,319	11,572	11,714	11,722	11,403	10,978				92,220
YOY % Change	+ 54 %	+ 78 %	+ 38 %	+ 47 %	+ 41 %	+ 39 %	+ 39 %	+ 33 %	+ 38 %	#DIV/0!	#DIV/0!	#DIV/0!	+ 43 %
<b>Paid Search Traffic</b>													
Current Month	542	366	493	518	739	756	694	704	641				5453
Previous Year	0	0	93	659	706	708	746	819	663				4394
YOY % Change	n/a	n/a	+ 430 %	- 21 %	+ 5 %	+ 7 %	- 7 %	- 14 %	- 3 %				+ 19 %

<u>Organization/Event</u>		<u>Event Date</u>	<u>Expected Attendance</u>	<u>Amount Requested</u>	<u>Commission Approved</u>	<u>Prior Awards Funding Total</u>	<u># of years funded</u>
2nd Annual NWA Senior Showcase Ring Ceremony		March 18, 2016	500	\$5,000		<del>\$500</del>	1
Arkansas Comedy Collective - Huge Lightning Comedy Festival		May 6 - 7, 2016	350	\$4,500		\$0	0
Art Amiss 2016 Expansion Program		March 31- April 2, 2016	0	\$23,750		\$0	0
Arts Live Theatre - Production Season		Jan. - June 2016	7,000	\$2,550		\$8,000	5
Chilirhea		Feb. 20, 2016	1,000	\$11,559		\$2,000	1
City of Fayetteville - Keep Fayetteville Beautiful		Oct 2015 - Oct 2016	0	\$8,300		\$0	0
City of Fayetteville - Ladies Du Fayetteville		May 16 -22, 2016	300	\$2,500		\$0	0
Community Creative Center		2015 - 2016	9,200	\$15,000		\$23,000	4
Fayetteville Evergreen Cemetery Association "History Comes Alive"		Sept. 10 - 11, 2016	500	\$7,500		\$0	0
Fayetteville Underground		2016	0	\$40,000		\$128,000	5
FHS - Weekend of Champions		May 20 - 21, 2016	15,000	\$14,294		\$88,272	15
FHS Arkansas High School Outdoor Track State Championships		May 9-10, 2016	8,000	\$12,000		\$2,500	2
Joe Martin - Stage Race and Gran Fondo		April 21 - 24, 2016	1,100	<del>\$75,000</del>		\$56,700	12
LifeSource International - Hands of Compassion Gala		April 26, 2016	525	11,000		<del>\$0</del>	0
Northwest Arkansas Juggling Festival		April 8 - 10, 2016	100	\$2,725		\$1,000	1
Northwest Arkansas Pride 2016		June 16 - 19, 2016	6,000	\$10,000		\$0	0
NWA Creative Arts Network - Creative Exchange Conference		August 4 - 6, 2016	250	\$6,000		\$0	0
Ozark Slow Food NWA 2016 Local Food Guide		Nov 2015 - March 2016	300	\$5,000		\$0	0
SoNA 2015 - 16 Season		Nov 2015 - April 2016	8,603	\$20,000		\$40,000	2
The Art Experience - Puppets in the Park		Jan - Dec 2016	500	\$16,895		\$6,500	4
The Natural State of Health		May 7, 2016	500	\$2,500		\$1,000	1
The Ozark Blues Society of Northwest Arkansas’ 14 <sup>th</sup> annual music festival – “Ozark Blues Society”		April 2, 2016	800	\$10,000		11,500	2
The Renaissance Faire of the Ozarks		April 16-17, 2016	3,000	\$25,000		\$4,000	2
TheatreSquared - Marketing 2016		Jan - Dec 2016	19,000	\$30,000		\$145,000	9
Tina Oppenheimer - Community Artist		TBD	0	\$5,800		\$0	0
WAC - Artosphere		May 5 - 27, 2016	40,000	\$20,000		\$25,000	2
			122,528	\$386,873	\$0	\$542,472	

Fayetteville Advertising and Promotion Commission																	
	2000 Recd	2001 Recd	2002 Recd	2003 Recd	2004 Recd	2005 Recd	2006 Recd	2007 Recd.	2008 Recd.	2009 Recd.	2010 Recd.	2011 Recd.	2012 Recd	2013 Recd	2014 Recd	2015 Recd	Total
101 Runners Mardi Gras Indian Funk Band												\$ 4,000					\$ 4,000
540 Film Festival										\$ 8,000	\$ 5,000						\$ 13,000
7A State Track Meet								\$ -	\$ 1,000		\$ 1,500						\$ 2,500
7A Boys/Girls State Basketball tourn.														\$ 10,000			\$ 10,000
7 Hills Homeless Center																\$ 3,500	\$ 3,500
Air Race Classic												\$ 5,000					\$ 5,000
Ales & Tails														\$ 2,000			\$ 2,000
All Out June											\$ 4,000	\$ 2,000	\$ 2,000				\$ 8,000
All-Star Games		\$ 5,000	\$ 5,000	\$ 5,000	\$ 9,000	\$ 9,000	\$ 9,000	\$ 9,500	\$ 10,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000				\$ 181,500
Alley Scholars Summit														\$ 2,000			\$ 2,000
AMP (Ark. Music Pavillion)						\$ 5,000						\$ 5,000					\$ 10,000
Arkansas Air & Military Museum													\$ 10,000				\$ 10,000
Arkansas Air Museum	\$ 28,000	\$ 28,000	\$ 25,000	\$ 25,000	\$ 20,000	\$ 10,000	\$ 5,000	\$ 17,500	\$ -	\$ 7,000	\$ 5,300						\$ 170,800
Arkansas High School Coaches Clinic			\$ 10,000	\$ 15,000	\$ 12,500	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 17,250	\$ 17,250	\$ 27,500				\$ 174,500
Artist's Laboratory Theatre												\$ 1,500			\$ 5,000	\$ 4,000	\$ 10,500
Artosphere - Walton Arts Center													\$ 15,000			\$ 10,000	\$ 25,000
Arts Live											\$ 1,000	\$ 1,000	\$ 2,000	\$ 2,000	\$ 2,000		\$ 8,000
ASCE Mid Continent Conference									\$ 5,000								\$ 5,000
Banded Suffering																\$ 1,500	\$ 1,500
Banff Mountain Film Festival															\$ 1,000	\$ 1,000	\$ 2,000
Bikes Blues and BBQ														\$ 15,000			\$ 15,000
Bikes Babes and Bling											\$ 20,000	\$ 2,000					\$ 22,000
Bikes Blues & Hot Rods Too											\$ 10,000	\$ 5,000					\$ 15,000
Blues in the Natural State (Ozark Blues Soc.)														\$ 4,000	\$ 7,500		\$ 11,500
Botanical Garden Society of the Ozarks							\$ 17,500										\$ 17,500
Brumley Gospel Sing		\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000											\$ 75,000
Bulldog Classic														\$ 6,250		\$ 4,000	\$ 10,250
Calcasieu Rabbit Show							\$ 2,500	\$ 1,000	\$ 500								\$ 4,000
CAPPA (Central Assoc. of Physical Plant Administrators)							\$ -	\$ 10,000									\$ 10,000
Caring for Creation Conference								\$ -	\$ 1,000								\$ 1,000
Celebrate the Buffalo																\$ 2,580	\$ 2,580
Ceramics Symposium									\$ 7,500								\$ 7,500
Chili Pepper Cross Country Festival							\$ 1,000					\$ 5,000					\$ 6,000
Chilirhea															\$ 2,000		\$ 2,000
Committee for Mardi Gras											\$ 2,000						\$ 2,000
Community Creative Center												\$ 3,000	\$ 5,000	\$ 5,000	\$ 10,000		\$ 23,000
Cyclocrosss											\$ 2,500						\$ 2,500
Debate and Forensic Tournament								\$ -	\$ 1,500								\$ 1,500
DECA Fashion Show							\$ -	\$ 3,000	\$ 1,000	\$ 3,000	\$ 1,500	\$ 1,828	\$ 1,828	\$ 1,828			\$ 13,980
Dickson St. Music Festival									\$ 25,000								\$ 25,000
Dig In! Food and Farming Festival														\$ 3,000			\$ 3,000
Earth Day Festival													\$ 2,000	\$ 2,000			\$ 4,000
Fayetteville Art Alliance													\$ 55,000				\$ 55,000
Fayetteville Downtown Partners	\$ 22,655	\$ 6,000		\$ 3,000	\$ 3,500	\$ 20,000											\$ 55,155
Fayetteville Earth Day Festival												\$ 2,600					\$ 2,600
Fayetteville Farmers' Market						\$ 6,000											\$ 6,000
Fayetteville Foam Fest													\$ 6,500	\$ 9,700			\$ 16,200
Fayetteville Forward Green Economy Group													\$ 1,000				\$ 1,000
Fayetteville Freedom Fireworks												\$ 15,000					\$ 15,000
Fayetteville Half Marathon											\$ 18,000	\$ 12,000	\$ 4,000	\$ 4,000	\$ 1,500		\$ 39,500
Fayetteville Public Library							\$ 1,800										\$ 1,800
Fayetteville Roots Festival												\$ 5,000	\$ 20,000	\$ 30,000	\$ 15,000		\$ 70,000
Fayetteville SCR Water-Ski Championships												\$ 5,000					\$ 5,000
Fayetteville Square Dance															\$ 600		\$ 600
Fayetteville Underground											\$ 10,000	\$ 3,000	\$ 55,000	\$ 40,000	\$ 20,000		\$ 128,000
Fayro Charity Classic							\$ -	\$ 500									\$ 500
First Night							\$ 2,700	\$ 1,000	\$ -	\$ 3,000							\$ 6,700
Four State Elite Volleyball Classic							\$ -	\$ 4,000	\$ 4,000		\$ 1,000						\$ 9,000
Fourth of July Red White and Boom!					\$ 6,000	\$ 5,000	\$ 10,000	\$ 15,000									\$ 36,000

Freedom Fireworks - UpTown														\$ 15,000	\$ 15,000			\$ 30,000						
Golden Age Games														\$ 45,000				\$ 45,000						
Harvest Food Festival												\$ 2,000						\$ 2,000						
Harvest Moon Ultimate Tournament													\$ 500					\$ 500						
Hero Half Marathon																\$ 4,000	\$ 3,500	\$ 7,500						
Hispanic Heritage Festival NWA																\$ 5,000	\$ 4,000	\$ 9,000						
Hogeye Marathon												\$ 3,000				\$ 1,500		\$ 4,500						
Hogs in Bloom							\$ -	\$ 3,000										\$ 3,000						
Holiday Hoops	\$ 10,000	\$ 9,000	\$ 8,000	\$ 20,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 16,000	\$ 5,000									\$ 98,000						
Hooten High School Football game											\$ 10,000	\$ 2,500	7,000	5,000	5,000	1,000	\$ 30,500							
International Fulbright Concerto Competition												\$ 25,000					\$ 25,000							
Iron Pig Festival											\$ 2,500	\$ 5,000	\$ 2,500	\$ 2,000			\$ 12,000							
Jason Jones Mural																\$ 11,250	\$ 11,250							
Joe Martin Grand Fondo														\$ 9,500			\$ 9,500							
Joe Martin Stage Race	\$ 500	\$ 500	\$ 1,000		\$ 7,500	\$ 9,000	\$ 7,000	\$ 7,000	\$ 3,500	\$ 3,000	\$ 3,200			\$ 5,000			\$ 47,200							
Last Night												\$ 7,000	\$ 7,000	\$ 20,000	\$ 11,500	\$ 7,000	\$ 52,500							
Last Saturday Variety Show																\$ 1,000	\$ 1,000							
Lewis and Clark Urban Adventure Race							\$ 1,000			\$ 3,000	\$ 1,300		\$ 2,500				\$ 7,800							
Lights of the Ozarks							\$ 20,000			\$ 20,000	\$ 30,000	\$ 30,000	\$ 15,000	\$ 25,000	\$ 15,000	\$ 15,000	\$ 170,000							
Mardi Gras	\$ 500	\$ 500	\$ 1,000				\$ 1,500	\$ 3,000									\$ 6,500							
Men's Expo													\$ 500				\$ 500							
Merry Little Christmas - Mt.. Sequoyah														\$ 3,000			\$ 3,000							
Mural Fund												\$ 5,000					\$ 5,000							
Mural project													\$ 5,000				\$ 5,000							
National School Boards Association											\$ 2,000						\$ 2,000							
Natural State of Health															\$ 1,000		\$ 1,000							
NCAA Baseball Regional and Super Regional							\$ 10,000				\$ 10,000	\$ 10,000	\$ 10,000	\$ 5,000			\$ 45,000							
NCAA Men's & Women's Indoor Track Champ.								\$ 7,000	\$ 5,000		\$ 7,000			\$ 5,000			\$ 24,000							
NCAA Men's Golf Regional Championship														\$ 2,000			\$ 2,000							
Northwest Arkansas Coaching Clinic							\$ 7,000	\$ 7,000		\$ 5,800	\$ 1,600						\$ 21,400							
Northwest Arkansas Cheese Dip Festival												\$ 3,800					\$ 3,800							
Northwest Arkansas Men's Expo														\$ 500			\$ 500							
NWA High School Basketball AllStar Showcase															\$ 500	\$ 500	\$ 500							
NWA Juggling Festival															\$ 1,000		\$ 1,000							
NWA Local Food Guide															\$ 5,000		\$ 5,000							
NWA Techfest																\$ 1,500	\$ 1,500							
Offshoot Fdilm Festival															\$ 5,000	\$ 2,000	\$ 7,000							
"On the Avenue" Book															\$ 5,000		\$ 5,000							
Outback in the Ozarks																\$ 500	\$ 500							
Oktoberfest															\$ 2,500	\$ 6,500	\$ 9,000							
Ozark Harvest Food Festival											\$ 4,000						\$ 4,000							
Ozark Highlands Trail Map															\$ 5,000		\$ 5,000							
Ozark Mixology and Cocktail Conference															\$ 2,000		\$ 2,000							
Ozark Regional Transit Map															\$ 7,900		\$ 7,900							
Ozark Military Museum							\$ 5,000	\$ 5,000		\$ 1,500	\$ 1,000	\$ 1,000					\$ 13,500							
Ozark Valley Triathlon			\$ 2,500	\$ 4,000	\$ 3,500	\$ 2,000	\$ 2,500		\$ 1,000	\$ 500							\$ 16,000							
Premier/Gala for "Up Among the Hills"													\$ 20,000				\$ 20,000							
Puppets in the Park											\$ 1,000		\$ 1,000	\$ 2,500	\$ 2,000		\$ 6,500							
Razorback Greenway Gran Fondo															\$ 2,500		\$ 2,500							
Real Deal on the Hill							\$ 7,000	\$ 8,000									\$ 15,000							
Regional Flag Football Tournament													\$ 1,000	\$ 1,000			\$ 2,000							
Renaissance and Fantasy Faire of the Ozarks													\$ 2,000		\$ 2,000		\$ 4,000							
RockIT Music Week												\$ 14,000	\$ 7,000				\$ 21,000							
Run for Veterans												\$ 2,000	\$ 1,700				\$ 3,700							
SEC Indoor Track & Field Championships												\$ 3,500		\$ 2,400			\$ 5,900							
SEC Softball Championships										\$ 2,000							\$ 2,000							
SEC Women's Golf Championships													\$ 5,000				\$ 5,000							
Seedling Film Association Offshoot Film Festival										\$ 5,000	\$ 3,000	\$ 2,000					\$ 10,000							
Shop Fayetteville campaign										\$ 1,500							\$ 1,500							
Solar Splash							\$ 7,000	\$ 10,000	\$ 7,500	\$ 5,000	\$ 5,000						\$ 34,500							
SoNA Symphony of Northwest Arkansas														\$ 20,000	\$ 20,000		\$ 40,000							
Songs in the "Ville												\$ 1,000					\$ 1,000							
Square to Square																\$ 500	\$ 500							

State Master Gardener Convention									\$ 2,500								\$ 2,500						
State Soccer Finals		\$ 1,000	\$ 1,000		\$ 1,000	\$ 1,000			\$ 1,500	\$ 1,750	\$ 1,000						\$ 8,250						
Story of Fayetteville Documentary Film												\$ 15,000					\$ 15,000						
St. Patricks on the Hill															\$ 2,000		\$ 2,000						
The Art Experience, Inc															\$ 5,000		\$ 5,000						
Texas League Gala														\$ 1,500			\$ 1,500						
The Little Craft Show												\$ 1,500	\$ 3,700	\$ 7,000	\$ 3,500		\$ 15,700						
TheatreSquared							\$ 7,000	\$ 3,000	\$ 3,000	\$ 8,000	\$ 26,000	\$ 20,000	\$ 20,000	\$ 35,000	\$ 23,000		\$ 145,000						
Toast & Jam Celebration															\$ 3,250		\$ 3,250						
Tri-Sport Kid's and Family Triathlon											\$ 1,500						\$ 1,500						
Tri-State Volleyball Challenge													\$ 3,000	\$ 3,000		\$ 1,500	\$ 7,500						
U of A Performing Arts Center													\$ 500,000				\$ 500,000						
USSSA Youth Fast Pitch Softball World series												\$ 5,998					\$ 5,998						
VoiceJam A Capwlla Festival															\$ 8,000		\$ 8,000						
Walton Arts Center	\$ 1,200	\$ 1,200	\$ 1,200	\$ 2,400	\$ 15,900	\$ 16,775	\$ 20,000	\$ 10,000	\$ 15,000	\$ 30,000	\$ 55,000	\$ 20,000					\$ 188,675						
Washington County Fair											\$ 25,992	\$ 10,000	\$ 10,000				\$ 45,992						
Water-ski Regional Championships									\$ 5,000								\$ 5,000						
Weekend of Champions	\$ 3,000	\$ 2,400	\$ 2,800	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 2,500	\$ 10,000	\$ 10,000	\$ 11,000	\$ 22,572		\$ 88,272						
Women's Gymnastics Regional														\$ 3,500			\$ 3,500						
Word Camp												\$ 1,000	\$ 1,000	\$ 500			\$ 2,500						
World Poetry Slam													\$ 5,000				\$ 5,000			\$ 3,382,756	Top to bottom total (CB)		
Youth Slow Pitch Softball World Series							\$ -	\$ 7,500									\$ 7,500						
	\$65,855	\$68,600	\$70,000	\$90,900	\$107,400	\$128,275	\$174,500	\$164,500	\$131,000	\$149,050	\$ 328,642	\$ 304,976	\$ 912,028	\$ 362,878	\$ 238,822	\$ 85,330	\$ 3,382,756						
																	\$ -						

# Public Arts Project Proposal

As the demographics and economics constantly change in Northwest Arkansas, the city of Fayetteville has struggled to establish a stable long-term public arts program. Our project, designed under the framework of Dr. Geoboo Song's policy analysis seminar at the University of Arkansas, seeks to provide policy recommendations regarding the funding, curation, and maintenance of public art in Fayetteville.

Public art plays several important roles in a community. It can help to regenerate and enhance the environment, bring communities closer, express identity, promote tourism, and offer educational and social opportunities<sup>1</sup>. While the Walton Arts Center currently receives over 200,000 visitors annually and is expanding to add to its capacity, public art plays a unique roll in diversifying the art scene in Fayetteville. Furthermore, Fayetteville is in a perfect position to attract tourism from the larger Northwest Arkansas community, building on existing programs like Crystal Bridges Museum and the University of Arkansas public art galleries.

Public arts projects are interactive, communal processes involving a number of stakeholders. Artists, architects, design professionals, community residents, civic leaders, politicians, approval agencies, funding agencies, and construction teams all play an important role in the curation of public art<sup>2</sup>. Our project looks to intensify and deepen the existing cooperation between these main actors in the field of arts in Fayetteville. While the city has undertaken a few small-scale public arts projects, there is lots of room to grow.

Our team has already met with several involved parties and is actively researching how other communities have successfully implemented public art. Specifically, our team is addressing four major policy goals for this project:

1. Looking into policy options for funding public arts in Fayetteville.
2. Establishing a process for cooperation between important parties involved in fostering and supporting public arts.
3. Exploring ways to make public art an important asset for the community.
4. Inspecting possibilities for organizing a donor's conference for public arts in Fayetteville to bring together potential financial supporters.

Our results will be presented to the City of Fayetteville at the end of the fall semester, but other parties who are interested in supporting the public arts of Fayetteville are also welcomed.

## References

<sup>1</sup> South Wiltshire Creating Places Design Guide. *The Importance of Public Art*. Retrieved from [http://www.wiltshire.gov.uk/south\\_wiltshire\\_creating\\_places\\_design\\_guide\\_spg\\_-\\_chapter\\_10\\_-\\_the\\_importance\\_of\\_public\\_art.pdf](http://www.wiltshire.gov.uk/south_wiltshire_creating_places_design_guide_spg_-_chapter_10_-_the_importance_of_public_art.pdf)

<sup>2</sup> Association for Public Arts (2015). *Public Art Gateway*. Retrieved from <http://associationforpublicart.org/public-art-gateway/what-is-public-art/>

**Section 5. Public records of the Fayetteville Advertising and Promotion Commission are open to inspection and reproduction during business hours, Monday through Friday, 8:00 a.m. to 5:00 p.m. (except holidays). The requestor should make a request for public documents to: [insert title, etc].**

When a request for documents is made, the requestor will be asked to provide an email or phone number (and both, if available) so that the Fayetteville Advertising and Promotion Commission may contact the requestor to best assist in obtaining the public documents sought and provide them as soon as possible. It is not necessary to complete a Request for Public Records Form with the Fayetteville Advertising and Promotion Commission to acquire public documents, but a Request for Public Records Form should be offered to any requestor, for the requestor's convenience. [NB: We can create a form similar to the City's, but less "FOIA-ish".]

The Fayetteville Advertising and Promotion Commission will make available to any person seeking additional information or having questions about the Arkansas Freedom of Information Act to the website of the City of Fayetteville, which provides helpful links, including to the State Attorney General's Office and the Arkansas Press Association, which have generated a handbook on the Arkansas Freedom of Information Act.

**After that, we might remove entirely the current Sections 6 and 7.**

For your convenience, here is what the "Open and Responsive Operation" title of the by-laws, including the affected Sections 5, 6, and 7, currently provide:

#### **OPEN AND RESPONSIVE OPERATION**

Section 1. Consistent with state law, we will respond as quickly as possible to provide all documents requested by citizens, allowing them to examine the records and providing copies of all public information rapidly in forms that the public can readily find and use.

Section 2. Public documents must be open to inspection and copying by any citizen of the State of Arkansas, within three business days, upon request in accordance with the Arkansas Freedom of Information Act (FOIA), but we should attempt to provide access even sooner. The requester may examine records and request copies of documents, and it is the policy of the Fayetteville Advertising and Promotion Commission to provide those documents as soon as possible in accordance with the FOIA.

Section 3. It is also the policy of the Fayetteville Advertising and Promotion Commission to recommend that sustainable measures be encouraged, such as the use of CD, DVD, jump drives, or e-mailed scanned documents to avoid the use of paper that causes a negative environmental impact. Such copies of documents are to be provided at the actual cost of the CD, DVD, or jump drive, or at no charge if the requesting citizens provide their own data storage devices.



Section 4. If the requestor prefers paper copies, the person requesting must pay for the actual cost, which should be no more than 5 cents per copied sheet. If it costs less than 5 cents a sheet, remember that the actual cost is the standard upon which you should use in compliance with such a request. Larger paper documents, such as maps, will be more expensive, but the standard remains that the cost will be judged by the "actual cost" of the copying.

Section 5. Avoid any situations in which staff could turn a simple document/information request into a formal FOIA requests unnecessarily. The first thing that does is hinder customer service and create an environment of a closed agency, as opposed to the Fayetteville Advertising and Promotion Commission's open government policies and principles. There might be requesters who merely add the words "and I request it under the FOIA", but the actual request is likely for a routine document like a form that the person could just be downloaded. Either should be approached as a citizen service situation.

Section 6. It is our policy that a person does not have to fill in any form to get a public record. Requests may be made in person, by phone, by email, or in writing, and all are equally valid. Sometimes a simple document or information request will come from a citizen with the words, "I request this under the Freedom of Information Act", but that is not necessary. The Commission and staff should provide the requested information or documents to the requestor without the requestor's need to invoke the Freedom of Information Act.

Section 7. The Commission and staff should treat all requests for documents with the same attention, responsiveness, and urgency as accorded FOIA requests. Whether a simple oral document request or a formal written request under the FOIA statute, it comes down to service and getting the information or document to the requestor as soon as possible.

Section 8. To increase transparency and accountability, the By-Laws of the Fayetteville Advertising and Promotion Commission should be posted on the Commission's website.

Section 9. To increase transparency and accountability, the Agenda and supporting documents for meetings of the Fayetteville Advertising and Promotion Commission should be posted on the Commission's website no later than Wednesday before the scheduled meeting.

Section 10. To increase transparency and accountability, HMR Tax Report summaries should be posted on the Commission's website within one week after that information is available.