

AGENDA
ADVERTISING AND PROMOTION COMMISSION

The regularly scheduled monthly A&P Commission meeting will begin with the review and award of fall 2015 funding requests at 12:30 p.m. at the Fayetteville Town Center located at 15 West Mountain Street, Fayetteville, Arkansas (Lunch will be provided to commissioners).

*The general meeting will begin immediately following the funding discussion.

November 16, 2015

12:30 p.m.

Fayetteville Town Center

- I. Call to Order – Ching Mong**
- II. Fall 2015 Funding Discussion**
- III. Reports**
 - A. Approval of the Minutes – October 2015**
 - B. Financial Report**
 - 1. HMR Revenues – Kym Hughes**
 - 2. Financial Statements – Sally Fisher**
 - 3. Approval of Financial Reports – Oct 2015**
 - 4. Delinquent tax collection efforts – Kit Williams**
 - C. Department Reports**
 - 1. Town Center – Sandra Bennett**
 - 2. Visitor Bureau – Kym Hughes**
 - 3. Clinton House Museum – Kym Hughes**
 - D. Agency Report – Mike Sells**
- IV. Old Business**
- V. New Business**
- VI. Adjourn**

FUNDING GUIDELINES



“A & P funds should be used as seed money and should not be considered for long term funding of special events, tourist-oriented facilities or festivals. New festivals and special events are encouraged to apply for funding. Commission support of an annual event will under no circumstances obligate the Commission to continued support for the event in subsequent years. Organizations should not assume nor budget Commission support annually. The Commission will sunset funding after three years. After receiving money for three years, events will be moved to an “Exceptions List” if the Commissioners so choose. Requests from entities on this list will be discussed separately by the Commission.

It is not the intent of the Commission to fund requests that could be funded by the requesting organization.”

FUNDING GUIDELINES



All HMR funds shall be used:

- 1) For advertising and promoting the city and its environs
- 2) For construction, reconstruction, equipment, improvement, maintenance, repair and operation of a convention center
- 3) For the operation of tourism promotion facilities in the city

FUNDING GUIDELINES



HMR funds CAN be used:

- 1) For funding the arts
- 2) For operation of tourist-oriented facilities (theme parks and family entertainment facilities)
- 3) For construction, reconstruction, repair, maintenance, improvement, equipping and operation of public recreation facilities and for the payment of bonds

<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		\$500	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	\$75,000		\$56,700	12
LifeSource International - Hands of Compassion Gala		April 26, 2016	525	11,000		\$0	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 th 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	

Advertising and Promotion Commission
Regular Meeting
October 19, 2015

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

Staff Present: Kym Hughes, Sally Fisher, Sandra Bennett

Call to Order

Chairman Ching Mong called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on October 19, 2015 at 2:19 pm.

Approval of Minutes

Commissioner Hanna Withers moved to approve the September 2015 minutes; seconded by Commissioner Mathew Petty. Motion carried with a vote of 7:0.

Financial Reports

Total HMR revenue \$260,557.94 HMR collection; part of that is investment interest revenue and prior year collected. Total collected during September was \$259,533.62. An increase of 11% over September 2014.

Balance sheet

Total cash	\$539,934.66
Accounts Receivable	\$43,685.96 – increase of \$2,000.00
Prepaid expenses	\$9,029.21 – increase of \$1,000.00

Inventory Assets

CVB	\$8,131.51- decrease of \$5,600.00
CHM	\$3,365.38- decrease of \$1,500.00

Total Investments	\$1,844,885.39 – increase of \$15,000.00
Total Current Assets	\$1,341,707.84 – decrease of \$132,934.00
Account Payable.....	\$8,171.08 – increase of \$1,200.00
Payroll Liabilities	\$7,751.26 – increase of \$364.00 increase
Due to Other Funds	\$5,190.67 – City Account – increase of \$373.00
Unearned A&P Revenue - \$1,200.00 – Days Inn double payment of ad refund.	
Unearned Revenue 2015	\$64,320.67
Unearned Revenue 2016	\$44,757.36
Net Revenue.....	\$123,780.09
Total Liabilities and Equity	\$3,797,369.85

Consolidated Statement of Budget

Revenue

	2015		2014
Year to Date	\$2,743,310.00	vs.	\$2,480,498.00
Month to Date	\$292,047.00		\$312,105.00

Expenditures

Year to Date	\$2,572,152.00	vs.	\$2,851,802.00
Month to Date	\$439,958.00	vs.	\$248,623.00
Revised Excess of Revenues	\$123,784.00	vs.	(\$371,304.00)

A & P Revenue

	2015	vs.	2014
Year to Date	\$2,254,134.00		\$2,054,976.00
Month to Date	\$260,670.00		\$239,958.00

Expenditures

	2015	vs.	2014
Year to Date	\$1,965,303.00		\$2,136,701.00
Month to Date	\$337,349.00		\$149,215.00

Clinton House Museum

Revenue

	2015	vs.	2014
Year to Date	\$69,283.00		\$31,390.00 – includes transfer of \$10,000.00
Month to Date	\$2,018.00		\$1,308.00

Expenditures

	2015	vs.	2014
Year to Date	\$74,529.00		\$66,781.00
Month to Date	\$7,642.00		\$6,959.00
Revised Excess of Revenue	(\$5,246.00)		(\$35,391.00)

Town Center

Revenue

	2015	vs.	2014
Year to Date	\$430,069.00		\$361,705.00
Month to Date	\$26,544.00		\$63,502.00

Expenditures

	2015	vs.	2014
Year to Date	\$463,747.00		\$422,410.00
Month to Date	\$49,183.00		\$55,872.00

Visitors Center

Revenue

	2015	vs.	2014
Year to Date	\$304,824.00		\$97,427.00 – includes transfer and First Thursday sponsorships.
Month to Date	\$2,815.00		\$7,337.00

Expenditures

	2015	vs.	2014
Year to Date	(\$78,749.00)		(\$193,483.00)
Month to Date	\$45,784.00		\$36,577.00

Approval of financials

Chairman Ching Mong moved to approve Financials; Commissioner Tim Freeman seconded. Motion carried with a 7:0 vote.

City Attorney's Report

28 active hotel, motel and restaurant overdue tax collection cases for September 2015. One case was closed; Prosecutors office collected \$1,296.36 in overdue HMR taxes in September. Year to date collections total \$29,807.26.

Departmental Reports

Town Center

Collections down 13%

Executed Contracts up 44%

Average Contract is up 14%

Repairs/Upgrades

Sandra Bennett, Operations Administrator reported that the damaged doors going into Ozark Room can be color matched, which means not all doors will have to be replaced. The cost of the pair of doors is \$1,679.18.

Ms. Bennett also mentioned the upgrade of the HVAC system and the stage needs to be replaced which will cost \$30,000.00 to replace the 14 year old stage currently being used.

Visitors Bureau

Sales Leads

Collin 2 meetings

Julie 10 tours – 415 attendees

Total value \$56,206.00

Definite Bookings

Julie – 4 tours – 103 attendees

Grand total value definite bookings – \$17,665.00

Completed meetings

4 groups – block pick up 140

Total value \$51,758.00

No lost business

Visitors Center

Inventory - 5,000 items, \$5,800.00 investment

Current retail value \$11,000.00

Clinton House

Sales Comparison

	2015	vs.	2014
Items sold	309		214
Total Extended Price	\$1,988.05		\$1,823.43

There has never been a record of the cost of investment. Currently there are 5,000 items in inventory with a \$13,000.00 retail value. Moving forward all costs will be recorded.

Sells Agency Report

Drew Finkbeiner reported they now have a sales person on staff in charge of Visitor Guide advertising space. They are shooting profiles this week and will get first draft of the guide to the Visitors Bureau staff this Friday. Pre-roll video campaign will start September 18th, Memphis, Tulsa, Dallas and Springfield. Total traffic year over year is up 220%; over 1,000 people went to the landing page. Total traffic 5,070 vs 1,573.

Executive Director, Kym Hughes reported the Town Center and the Visitors Bureau will be going to digital phones in December (2015). A phone number can be assigned to a specific campaign to measure that activity.

Funding

From 2000 through spring of 2015 Funding, 3.3 Million has been awarded; which includes the \$500,000 to the Arts Center.

Public Arts Project Proposal

Commissioner Withers – Would like to set up a meeting Dee Dee Peters, Community Outreach for the city and now head of the Fayetteville Arts Council, Kym Hughes and Mathew Petty to work from a counsel perspective on changing some regulations.

Grace representing Vince Chadick

By-Laws changes

Section 5 - Public Records of Fayetteville will be changed.

Commissioner Freeman moved to approve the newly written By-Laws. Commissioner Matthew Petty seconded the motion. Motion carried with a vote of 7:0.

Old Business

Fall Funding Requests

Commissioner Withers asked all groups requesting funding to email Executive Director, Kym Hughes, their full operating budget along with the marketing budget.

\$254,556 was budgeted October 2014-April 2015

Awarded

\$164,152.00 in October

\$77,830.00 in April

\$241,982.00 refunded.

Commissioner Freeman moved to adjourn the meeting, Commissioner Adela Gray seconded the motion. Motioned carried with 7:0 vote.

Meeting adjourned 3:20 pm

Respectfully submitted,
Sandra Bennett
Operations Administrator

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

Current Year HMR Collected (2120.0912.4101.00)	\$ 278,308.83
Prior Year Collected (2120.0912.4101.01)	\$ 647.50
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 968.92
Total Revenues	<hr/> \$ 279,925.25
Annual Bond Audit Expense (2120.9120.5307.00)	\$ (1,200.00)
Collection Expense (2120.9120.5333.00)	\$ (5,579.13)
Town Center Bond Payment (2120.9120.5739.00)	\$ (62,212.98)
2014 Property Taxes on Town Center (2120.9120.5345.00)	\$ (1,904.91)
Total Expenses	<hr/> \$ (70,897.02)
Total Check to A&P	<hr/> <hr/> \$ 209,028.23

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

I have been asked to continue sending the total amount collected each month since the detail can no longer be provided. If you would like to be removed from this list, please reply to this email and let me know.

The total amount collected during the month of **October** was **\$278,956.33**. 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 September taxes collected in October - the Hotel/Motel collections were \$38,451.88. The restaurant collections for September that were collected in October were \$230,580.17

Thanks!

Kristin Atha

Revenue Accountant

City of Fayetteville

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Fayetteville, AR 72701

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City of Fayetteville, Arkansas
Monthly HMR Tax Collections 2012 - 2015

	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%	278,956	7.76%
November	\$210,335	231,456	10.04%	252,717	9.19%		
December	\$208,518	210,064	0.74%	236,549	12.61%		
Total	\$ <u>\$2,522,008</u>	<u>\$2,633,805</u>	4.43%	<u>\$ 2,757,761</u>	4.71%	<u>\$2,509,831</u>	10.64%

Fayetteville A&P Commission

Balance Sheet

As of October 31, 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	132,492.14
10400 1st Security Fayetteville TC	291,491.29
10500 1st Security Clinton House	29,643.50
10600 1st Security CVB # 8730	120,609.96
10700 Arvest Payroll Account #4636	<u>9,876.01</u>

Total Cash 585,341.40

11000 Accounts Receivable 89,323.54

11400 Due From Other Funds 10,026.10

11500 Prepaid Expenses 9,441.89

12100 Inventory Asset - CVB 7,520.90

12150 Inventory Asset - CHM 3,334.18

13000 Investments 1,860,391.92

13100 Investments: Adjust to Market (2,640.33)

Total Investments 1,857,751.59

Total Current Assets 2,562,739.60

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 (506,470.00)

Total Other Assets 1,389,081.59

TOTAL ASSETS 3,951,821.19

Fayetteville A&P Commission

Balance Sheet

As of October 31, 2015

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	4,204.99
23002 Colonial Life& Acc Ins. Payable	24.36
24000 Payroll Liabilities	7,433.86
24100 Employee Benefits Payable	1,685.15
24500 Due to Other Funds	5,579.13
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	51,245.17
24901 Unearned Revenue 2016	91,482.36

Total Liabilities

161,655.02

Equity

39005 Fund Balance	3,543,374.36
Net Revenue	246,791.81

Total Equity

3,790,166.17

TOTAL LIABILITIES AND EQUITY

3,951,821.19

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

CONSOLIDATED A & P COMMISSION

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 • Hotel, Motel, Restaurant Taxes	2,775,419	2,320,654	2,486,827	2,230,397	288,592	250,423	278,309	258,757
40200 • PY Hotel, Motel, Restaurant Tax	0	0	23,004	38,098	(23,004)	0	648	100
40600 • Rental Income	427,061	359,810	381,890	300,302	45,171	43,815	58,626	24,740
40601 - Incidentals	47,978	41,935	40,722	55,422	7,256	6,831	6,467	0
40602 - Alcohol Sales	33,663	26,729	50,471	0	(16,808)	3,159	10,023	0
40700 • 1st Thursday Income	20,000	20,000	16,856	18,506	3,144	2,000	15	1,991
40800 • Other Income	200	150	12,328	10,971	(12,128)	0	0	150
40900 - Roots Festival	0	0	0	15,265	0	0	0	0
41000 • Parking Revenue	16,936	13,047	12,190	10,112	4,746	0	975	0
41001 • Parking Lease	12,831	10,406	19,814	6,453	(6,983)	250	5,584	250
41200 • Gift Shop Sales	6,150	5,750	5,375	5,684	775	200	435	482
41300 • Visitor Store	32,000	28,000	22,370	30,061	9,630	2,000	1,937	2,901
41400 • Partership Income	4,000	4,000	1,950	2,125	2,050	0	300	1,275
41600 • Admission Revenue	13,150	12,450	14,893	13,535	(1,743)	1,000	1,485	2,749
41700 • Health Reimbursement	725	725	1,389	7,311	(664)	0	0	755
42000 • Special Projects	12,592	5,193	7,609	(1,465)	4,983	125	2,419	0
42600 • Interest Income Investments	11,850	9,900	10,596	9,246	1,254	990	969	1,378
42800 • Interest Income Checking	3,044	2,574	2,399	2,123	645	248	260	101
42900 • Visitor Guide Ad Income	30,000	30,000	0	21,981	30,000	0	0	0
43200 • LOTO Income	18,600	5,000	2,625	350	15,975	5,000	1,550	350
98000 • Transfer In								
Total Revenue	3,466,199	2,896,323	3,113,308	2,776,477	352,891	316,041	370,002	295,979
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(3,334)	1,777	3,334	0	31	0
50001 - CVB Store - COGS	0	0	3,999	12,752	(3,999)	0	530	503
Total Cost of Goods Sold	0	0	665	14,529	(665)	0	561	503
Gross Profit	3,466,199	2,896,323	3,112,643	2,761,948	353,556	316,041	369,441	295,476

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

CONSOLIDATED A & P COMMISSION

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	10,400	8,900	7,652	8,618	2,748	500	535	1,268
61500 • Credit Card Fees	9,154	7,533	8,347	6,560	807	846	1,457	746
62500 • Advertising & Marketing	526,000	451,000	549,920	306,317	(23,920)	40,000	31,732	19,076
62600 • Printing/Brochures	150,000	135,000	54,652	141,225	95,348	0	117	14,935
62700 • Website Update	12,000	10,000	6,085	4,500	5,915	1,000	1,000	500
63000 • Accounting & Legal Fees	6,000	5,000	3,281	1,347	2,719	500	1,336	0
63100 • Audit Expense	11,000	11,000	10,300	9,000	700	0	1,200	0
64000 • Office Expense	18,850	16,000	16,627	12,999	2,223	1,650	3,605	1,798
64100 • Visitor Store Expense	18,000	15,000	13,493	983	4,507	1,500	2,469	774
64150 • Clinton House Gift Shop	5,000	5,000	2,338	0	2,662	1,000	0	0
64500 • Insurance - Building	10,000	10,000	9,775	9,775	225	0	0	11,480
64501 • Insurance - Workers Comp	3,000	3,000	1,705	1,705	1,295	0	1,705	0
64502 • Insurance - D&O	0	0	1,991	0	(1,991)	0	0	0
65000 • Insurance & Health Benefits	122,717	101,639	82,748	80,388	39,969	10,539	8,838	8,702
65501 • Simple IRA Match	21,523	17,322	12,065	10,551	9,458	1,727	1,333	1,170
66000 • Car Allowance	3,750	3,150	3,450	3,000	300	300	300	300
66500 • Telephone Expense / Internet	17,604	14,778	17,709	14,452	(105)	1,657	2,871	2,037
67000 • Postage & Shipping Expense	23,260	18,760	18,949	24,275	4,311	2,000	4,049	1,914
67100 • Tracking Software	24,100	23,600	16,321	4,672	7,779	0	4,785	0
68100 • Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 • Maintenance / Lawn	10,500	7,000	6,626	3,724	3,874	100	0	3,149
68500 • Repairs & Maintenance Expense	162,350	136,650	115,528	80,900	46,822	14,850	15,604	7,760
68600 • Peace Fountain Maintenance	7,500	6,250	9,906	2,420	(2,406)	625	920	180
68700 • Linens	28,524	23,770	22,649	20,260	5,875	2,377	3,666	3,327
69500 • Publication & Dues	15,395	14,895	12,824	12,883	2,571	500	156	500
70000 • Travel / Training Expense	69,901	61,515	52,888	49,004	17,013	4,192	2,492	7,286
70500 • Taxes & Licenses	7,385	7,018	16,858	12,535	(9,473)	183	3,081	1,897

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

CONSOLIDATED A & P COMMISSION

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 • Collections Expense	53,430	45,053	50,197	45,370	3,233	4,863	5,579	5,177
72000 • Payroll Tax Expense	57,669	47,292	40,454	36,217	17,215	4,597	3,987	3,635
73000 • Convention Development	58,900	49,080	50,980	44,662	7,920	4,908	3,157	4,466
76500 • Contract Labor	48,800	39,760	53,508	50,785	(4,708)	3,916	7,574	7,667
77500 • Salaries Expense	659,610	526,609	500,853	441,776	158,757	51,476	51,230	45,321
77600 • Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 • Electric Utilities	77,906	66,977	61,049	62,567	16,857	6,890	5,503	12,991
78100 • Gas Utility	13,401	10,234	12,542	8,417	859	538	495	534
78200 • Water Utility	10,366	8,896	8,341	8,816	2,025	979	1,097	977
78500 • Security	2,700	2,250	1,660	2,920	1,040	225	22	412
78600 • Airport Advertising	9,000	9,000	7,125	9,000	1,875	2,250	750	0
78700 • Minor Equipment	108,000	103,000	95,948	106,269	12,052	11,000	420	524
78800 • Airport Info Booth	4,800	4,800	3,600	2,400	1,200	1,200	800	0
94300 • LOTO Special Project	10,000	0	4,515	0	5,485	0	0	0
95000 • Misc. Special Projects - Other	267,148	259,749	199,934	832,000	67,214	125	52,612	18,809
95010 • 1st Thursday	21,000	21,000	20,290	23,836	710	3,000	2,940	66
95020 • Roots Festival	0	0	3,667	11,149	0	0	0	(1,279)
95026 • Incidental Expenses	0	0	8,637	0	(8,637)	0	0	0
95027 • Alcohol & Bar Supply Purchases	0	0	28,736	0	(28,736)	0	2,093	0
96500 • Special Funding	0	0	0	0	0	0	0	0
97000 • Bond Payments - Town Center	746,556	622,130	622,130	558,304	124,426	62,213	62,213	56,089
97100 • Trustee Expense	6,000	6,000	0	3,375	6,000	1,500	0	0
99000 • Transfer Out								
Total Expenditures	3,466,199	2,952,610	2,865,853	3,081,956	604,013	245,726	293,723	244,188
Excess of Revenues Over/(Under) Expenditures	0	(56,287)	246,790	(320,008)	(250,457)	70,315	75,718	51,288

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

FAYETTEVILLE A & P

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 • Hotel, Motel, Restaurant Taxes	2,775,419	2,320,654	2,486,827	2,230,397	288,592	250,423	278,309	258,757
40200 • PY Hotel, Motel, Restaurant Tax	0	0	23,004	38,098	(23,004)	0	648	100
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	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	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	7,311	(664)	0	0	755
42000 • Special Projects	0	0	0	0	0	0	0	0
42600 • Interest Income Investments	11,850	9,900	10,596	9,246	1,254	990	969	1,378
42800 • Interest Income Checking	2,000	1,668	1,011	1,310	989	166	80	33
42900 • Visitor Guide Ad Income	30,000	30,000	0	21,981	30,000	0	0	0
43200 • LOTO Income	10,000	5,000	1,050	0	8,950	5,000	0	0
98000 • Transfer In	0	0	0	50,000	0	0	0	50,000
Total Revenue	2,829,994	2,367,947	2,534,489	2,365,999	295,505	256,579	280,006	311,023
Cost of Goods Sold								
50000 • CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 • CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	0	0	0	0	0	0
Gross Profit	2,829,994	2,367,947	2,534,489	2,365,999	295,505	256,579	280,006	311,023

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

FAYETTEVILLE A & P

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	10,400	8,900	7,585	8,618	2,815	500	535	1,268
61500 • Credit Card Fees	0	0	0	0	0	0	0	0
62500 • Advertising & Marketing	525,000	450,000	547,579	305,360	(22,579)	40,000	31,162	19,076
62600 • Printing/Brochures	150,000	135,000	54,049	141,225	95,951	0	0	14,935
62700 • Website Update	12,000	10,000	6,085	4,500	5,915	1,000	1,000	500
63000 • Accounting & Legal Fees	6,000	5,000	3,281	1,347	2,719	500	1,336	0
63100 • Audit Expense	11,000	11,000	10,300	9,000	700	0	1,200	0
64000 • Office Expense	2,400	2,000	2,578	1,738	(178)	200	677	45
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	9,775	225	0	0	11,480
64501 • Insurance - Workers Comp	3,000	3,000	1,705	1,705	1,295	0	1,705	0
64502 • Insurance - D&O	0	0	1,991	0	(1,991)	0	0	0
65000 • Insurance & Health Benefits	8,861	7,455	7,085	20,722	1,776	703	680	1,967
65501 • Simple IRA Match	6,182	4,902	1,788	3,525	4,394	485	222	393
66000 • Car Allowance	3,750	3,150	3,450	3,000	300	300	300	300
66500 • Telephone Expense / Internet	0	0	1,206	85	(1,206)	0	0	85
67000 • Postage & Shipping Expense	23,000	18,500	18,851	23,902	4,149	2,000	4,049	1,881
67100 • Tracking Software	0	0	489	0	(489)	0	0	0
68100 • Rent	0	0	0	0	0	0	0	0
68400 • Maintenance / Lawn	9,500	6,000	0	3,149	9,500	0	0	3,149
68500 • Repairs & Maintenance Expense	75,000	62,500	35,213	11,984	39,787	6,250	7,324	384
68600 • Peace Fountain Maintenance	7,500	6,250	9,906	2,420	(2,406)	625	920	180
68700 • Linens	0	0	0	77	0	0	0	0
69500 • Publication & Dues	14,000	13,500	12,104	12,119	1,896	500	56	500
70000 • Travel / Training Expense	13,595	13,595	3,673	2,275	9,922	0	0	1,224
70500 • Taxes & Licenses	0	0	2,942	2,434	(2,942)	0	1,905	44

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

FAYETTEVILLE A & P

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 • Collections Expense	53,430	45,053	50,197	45,370	3,233	4,863	5,579	5,177
72000 • Payroll Tax Expense	11,786	10,042	9,665	11,144	2,121	872	831	887
73000 • Convention Development	0	0	2,354	35	(2,354)	0	0	0
76500 • Contract Labor	0	0	0	5,088	0	0	0	1,344
77500 • Salaries Expense	138,650	112,679	118,648	137,031	20,002	10,083	10,565	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 Utility	0	0	0	0	0	0	0	0
78500 • Security	0	0	0	0	0	0	0	0
78600 • Airport Advertising	9,000	9,000	7,125	9,000	1,875	2,250	750	0
78700 • Minor Equipment	100,000	95,000	91,456	106,006	8,544	11,000	0	524
78800 • Airport Info Booth	4,800	4,800	3,600	2,400	1,200	1,200	800	0
94300 • LOTO Special Project	10,000	0	65	0	9,935	0	0	0
95000 • Misc. Special Projects - Other	254,556	254,556	184,640	759,620	69,916	0	52,297	4,102
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 & Bar Supply 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	622,130	622,130	558,304	124,426	62,213	62,213	56,089
97100 • Trustee Expense	6,000	6,000	0	3,375	6,000	1,500	0	0
99000 • Transfer Out	599,028	599,028	315,000	115,000	284,028	0	0	50,000
Total Expenditures	2,829,994	2,534,040	2,151,515	2,323,533	678,479	147,044	186,106	186,835
Excess of Revenues Over/(Under) Expenditures	0	(166,093)	382,974	42,466	(382,974)	109,535	93,900	124,188

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

CLINTON HOUSE

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	Month Actual	Balance of Budget	Budget	Actual	Month
Revenue								
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	350	550	0	(200)	100	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	200	150	150	350	50	0	0	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	5,750	5,375	5,684	775	200	435	482
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	12,450	14,893	13,535	(1,743)	1,000	1,485	2,749
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	0	0	1,715	0	(1,715)	0	1,540	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	73	61	71	59	2	6	12	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	50,000
Total Revenue	103,005	101,843	72,754	34,628	30,251	1,306	3,472	53,238
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(3,334)	1,777	3,334	0	31	0
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	(3,334)	1,777	3,334	0	31	0
Gross Profit	103,005	101,843	76,088	32,851	26,917	1,306	3,441	53,238

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

CLINTON HOUSE

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	Month Actual	Balance of Budget	Budget	Actual	Month
Expenditures								
61000 • Signage-Tourism	0	0	0	0	0	0	0	0
61500 • Credit Card Fees	1,200	1,000	641	599	559	100	45	57
62500 • Advertising & Marketing	0	0	0	0	0	0	0	0
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	3,000	1,798	2,489	1,752	500	438	411
64100 • Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	5,000	5,000	2,338	0	2,662	1,000	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	8,139	6,733	6,555	6,812	1,584	703	680	637
65501 • Simple IRA Match	1,297	1,030	1,024	931	273	103	102	93
66000 • Car Allowance	0	0	0	0	0	0	0	0
66500 • Telephone Expense / Internet	1,270	1,060	1,235	1,052	35	105	145	104
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	1,000	6,626	575	(5,626)	100	0	0
68500 • Repairs & Maintenance Expense	1,500	1,500	672	162	828	500	80	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	1,000	435	463	765	100	17	84

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

CLINTON HOUSE

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	Month Actual	Balance of Budget	Budget	Actual	Month
Expenditures (cont.)								
71000 - Collections Expense	0	0	0	0	0	0	0	0
72000 - Payroll Tax Expense	3,868	3,070	2,719	2,518	1,149	307	261	237
73000 - Convention Development	0	0	0	512	0	0	0	512
76500 - Contract Labor	11,400	8,600	8,471	7,150	2,929	800	760	720
77500 - Salaries Expense	43,015	34,140	34,131	31,028	8,884	3,414	3,413	3,103
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	1,483	1,283	1,114	959	369	200	99	88
78100 - Gas Utility	1,119	944	942	673	177	30	27	25
78200 - Water Utility	1,454	1,362	828	1,307	626	175	163	175
78500 - Security	300	250	220	220	80	25	22	22
78600 - Airport Advertising	0	0	0	0	0	0	0	0
78700 - Minor Equipment	2,000	2,000	980	0	1,020	0	208	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	1,306	(332)	0	0	152
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 & Bar Supply 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
Total Expenditures	103,005	87,182	84,356	71,424	18,649	8,162	6,460	6,420
Excess of Revenues Over/(Under) Expenditures	0	14,661	(8,268)	(38,573)	8,268	(6,856)	(3,019)	46,818

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

TOWN CENTER

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
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	359,460	381,340	300,302	45,371	43,715	58,626	24,740
40601 - Incidentals	47,978	41,935	40,722	55,422	7,256	6,831	6,467	0
40602 - Alcohol Sales	33,663	26,729	50,471	0	(16,808)	3,159	10,023	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	0
41000 · Parking Revenue	16,936	13,047	12,190	10,112	4,746	0	975	0
41001 · Parking Lease	12,831	10,406	19,814	6,453	(6,983)	250	5,584	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	5,193	5,894	(1,465)	6,698	125	879	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	721	635	907	635	(186)	56	109	56
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
Total Revenue	551,432	457,405	512,730	386,751	38,702	54,136	82,663	25,046
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	0	0	0	0	0	0
Gross Profit	551,432	457,405	512,730	386,751	38,702	54,136	82,663	25,046

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

TOWN CENTER

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	0	0	0	0	0	0	0	0
61500 • Credit Card Fees	5,814	4,793	6,811	4,406	(997)	546	1,354	546
62500 • Advertising & Marketing	1,000	1,000	621	0	379	0	0	0
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	4,500	7,467	4,034	(2,067)	450	1,322	685
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	33,665	31,575	26,060	9,120	3,515	3,399	2,549
65501 • Simple IRA Match	5,796	4,830	3,940	3,208	1,856	483	475	321
66000 • Car Allowance	0	0	0	0	0	0	0	0
66500 • Telephone Expense / Internet	7,684	6,368	5,925	6,361	1,759	652	740	651
67000 • Postage & Shipping Expense	260	260	15	0	245	0	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	71,000	77,715	67,145	6,285	8,000	8,108	7,277
68600 • Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 • Linens	28,524	23,770	22,649	20,183	5,875	2,377	3,666	3,327
69500 • Publication & Dues	0	0	0	0	0	0	0	0
70000 • Travel / Training Expense	4,000	4,000	5,711	9,240	(1,711)	0	20	0
70500 • Taxes & Licenses	5,000	4,833	10,924	6,623	(5,924)	83	983	940

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

TOWN CENTER

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 - Collections Expense	0	0	0	0	0	0	0	0
72000 - Payroll Tax Expense	17,246	14,480	12,545	11,251	4,701	1,448	1,288	1,259
73000 - Convention Development	0	0	724	0	(724)	0	547	0
76500 - Contract Labor	37,400	31,160	45,037	37,139	(7,637)	3,116	6,814	5,483
77500 - Salaries Expense	202,784	160,940	155,050	137,617	47,734	16,094	16,342	15,362
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	70,298	60,569	54,899	56,552	15,399	6,340	4,938	12,555
78100 - Gas Utility	12,282	9,290	11,600	7,744	682	508	468	509
78200 - Water Utility	8,257	6,979	7,011	6,977	1,246	754	881	754
78500 - Security	2,400	2,000	1,440	2,580	960	200	0	390
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	5,193	14,433	70,022	(1,841)	125	315	14,555
95010 - 1st Thursday	0	0	0	0	0	0	0	0
95020 - Roots Festival	0	0	3,667	11,149	0	0	0	(1,279)
95026 - Incidental Expenses	0	0	8,637	0	(8,637)	0	0	0
95027 - Alcohol & Bar Supply Purchases	0	0	28,736	0	(28,736)	0	2,093	
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	50,000	0	0	0	50,000
Total Expenditures	551,432	449,630	517,502	538,291	37,597	44,691	53,753	115,884
Excess of Revenues Over/(Under) Expenditures	0	7,775	(4,772)	(151,540)	1,105	9,445	28,910	(90,838)

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

VISITOR CENTER

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
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	20,000	16,856	18,506	3,144	2,000	15	1,991
40800 · Other Income	0	0	174	2,938	(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	28,000	22,370	30,061	9,630	2,000	1,937	2,901
41400 · Partership Income	4,000	4,000	1,950	2,125	2,050	0	300	1,275
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	210	410	119	(160)	20	59	5
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	8,600	0	1,575	350	7,025	0	1,550	350
98000 · Transfer In	515,946	515,946	265,000	100,000	250,946	0	0	50,000
Total Revenue	580,796	568,156	308,335	154,099	272,461	4,020	3,861	56,672
Cost of Goods Sold								
50000 · CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 · CVB Store - COGS	0	0	3,999	12,752	(3,999)	0	530	503
Total Cost of Goods Sold	0	0	3,999	12,752	(3,999)	0	530	503
Gross Profit	580,796	568,156	304,336	141,347	276,460	4,020	3,331	56,169

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

VISITOR CENTER

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	0	0	67	0	(67)	0	0	0
61500 • Credit Card Fees	2,140	1,740	895	1,555	1,245	200	58	143
62500 • Advertising & Marketing	0	0	1,720	957	(1,720)	0	570	0
62600 • Printing/Brochures	0	0	603	0	(603)	0	117	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	6,500	4,784	4,738	2,716	500	1,168	657
64100 • Visitor Store Expense	18,000	15,000	13,493	983	4,507	1,500	2,469	774
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	53,786	37,533	26,794	27,489	5,618	4,079	3,549
65501 • Simple IRA Match	8,248	6,560	5,313	2,887	2,935	656	534	363
66000 • Car Allowance	0	0	0	0	0	0	0	0
66500 • Telephone Expense / Internet	8,650	7,350	9,343	6,954	(693)	900	1,986	1,197
67000 • Postage & Shipping Expense	0	0	83	373	(83)	0	0	33
67100 • Tracking Software	24,100	23,600	15,832	4,672	8,268	0	4,785	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	1,650	1,928	1,609	(78)	100	92	99
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	510	554	675	0	100	0
70000 • Travel / Training Expense	50,306	41,920	42,419	37,031	7,887	4,192	2,472	6,062
70500 • Taxes & Licenses	1,185	1,185	2,557	3,015	(1,372)	0	176	829

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

VISITOR CENTER

	2015	October 2015 Year-to-Date		2014	2015	October 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 - Collections Expense	0	0	0	0	0	0	0	0
72000 - Payroll Tax Expense	24,769	19,700	15,525	11,304	9,244	1,970	1,607	1,252
73000 - Convention Development	58,900	49,080	47,902	44,115	10,998	4,908	2,610	3,954
76500 - Contract Labor	0	0	0	1,408	0	0	0	120
77500 - Salaries Expense	275,161	218,850	193,024	136,100	82,137	21,885	20,910	15,555
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 - Electric Utilities	6,125	5,125	5,036	5,056	1,089	350	466	348
78100 - Gas Utility	0	0	0	0	0	0	0	0
78200 - Water Utility	655	555	502	532	153	50	53	48
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	3,142	263	2,858	0	212	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	0
95010 - 1st Thursday	21,000	21,000	20,290	21,636	710	3,000	2,940	66
95020 - Roots Festival	0	0	0	0	0	0	0	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol & Bar Supply 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
Total Expenditures	580,796	480,786	427,480	313,708	153,316	45,829	47,404	35,049
Excess of Revenues Over/(Under) Expenditures	0	87,370	(123,144)	(172,361)	123,144	(41,809)	(44,073)	21,120



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 in black ink, appearing to be "CJ", is written over the right side of the memo header.

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

October 1, 2015 to October 31, 2015

Sales:

	OCTOBER 2014 (base)	OCTOBER 2015	Month % Change	YTD 2014	YTD 2015	YTD % Change
Sales (# returned contracts by log date – GL)	11	26	136%	136	141	4%
Complete Events (Paid/Sponsored)	26	30	15%	202	230	14%
Sales (\$ returned contracts by log date – GL)	\$21,250.00	\$76,577.53	260%	\$340,981.50	\$347,512.93	2%
Collections ** (\$ - Payment Log)	\$27,189.26	\$61,536.24	126%	\$392,500.75	\$442,832.09	13%
Executed Contracts	\$36,370.00	\$46,550.00	28%	\$397,236.38	\$526,042.90	32%
Average per event (\$ Sales / # Sales)	\$1,931.82	\$2,366.78	23%	\$2,507.22	\$2,464.63	(2%)

Operations Items:

Quotes on new Phones
Working on Door Estimates
General Maintenance

Coordination – Corp/Assoc./UA

- Fred Pryor Seminars
- AOP
- DECA
- Pacific Vet Group
- University of Arkansas Employee Awards Banquet
- ZTA Meeting
- ZTA Founder's Day
- VA
- Chamber of Commerce Construction and Developer's Banquet
- Arvest Sales Meeting
- Rausch Coleman
- Auburn Tax Seminar
- University of Arkansas AR Alumni Banquet

Coordination – Social/NP/Ed

- Hall of Honor-October 1st
- Fayetteville Rotary-October 2nd-4th
- 7 Hills Homeless Center (Staff Meeting)-October 6th
- Blue Cliff College Graduation-October 9th
- 7 Hills Annual Fundraiser-October 10th
- PSAT Testing-October 14th
- Habitat for Humanity-October 16th
- Rowan Reception-October 17th
- Celebrate the Buffalo-October 23rd

Event List:

- October 1 – Hall of Honor
- October 2 – Fayetteville Rotary
- October 3 – Fayetteville Rotary
- October 4 – Fayetteville Rotary
- October 5 – AOP Chapter
- October 5 – Pacific Vet Group
- October 5 – The Chancellor
- October 6 – 7 Hills Meeting
- October 9 – Blue Cliff College
- October 10 – 7 Hills Banquet
- October 11 – New Life Church
- October 13 – UA Employee Banquet
- October 14 – PSAT Testing
- October 14 – ZTA Founders
- October 15 – ZTA Founders
- October 16 – Habitat for Humanity
- October 16 – Veterans Administration
- October 17 – Rowan Reception
- October 18 – New Life Church
- October 19 – Chamber Banquet
- October 21 - Arvest
- October 22 – AOP Chapter
- October 22 – Rausch Coleman
- October 23 – Rausch Coleman
- October 23 – Celebrate the Buffalo
- October 25 – New Life Church
- October 26 – AOP
- October 27 – Fred Pryor
- October 28 – Fed Pryor

Event Breakdown

Social – 3%
Non-profit – 33.5%

UA – 20%
Educational – 10%

Corporate – 33.5%

Sales Leads By Sales Manager

COLLIN	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
October 2015						
Auburn University	10/27/2015	10/27/2015	125	30	60	30,883
Auburn Tax Seminar 2015	10/28/2015					
University of Arkansas Athletic Department	11/13/2015	10/30/2015	50	27	54	18,530
2015 Division I Women's Soccer Championship	11/15/2015					
University of Arkansas Athletic Department	11/19/2015	10/30/2015	120	75	250	59,294
2015 Division I Women's Soccer Championship	11/22/2015					
University of Arkansas Athletic Department	11/27/2015	10/30/2015	50	27	81	12,353
2015 Division I Women's Soccer Championship	11/28/2015					
General Board of Pension and Health Benefits of the United Methodist Church	02/01/2016	10/30/2015	200	200	400	74,118
Clergy Benefits Academy	02/03/2016					
B.E.S.T Baseball	06/13/2016	01/01/2016	2,500	250	1,500	2,161,775
Hawg Showcase	06/19/2016					
AC Business Media	09/07/2016	10/30/2015	300	130	310	111,177
International Polishing Concrete & Staining Conference	09/09/2016					
Best Association Management	09/14/2016	11/30/2015	50	35	95	24,706
Arkansas Pest Management Association	09/17/2016					
National Baptist Deacons Convention of America, Inc, and Its Auxiliaries	07/16/2018	01/31/2016	800	200	800	494,120
National Baptist Deacons Convention	07/20/2018					
Sub-Total for October	9 Meetings		4,195		3,550	\$2,986,955
Sub-Total for COLLIN	9 Meetings		4,195		3,550	\$2,986,955

JULIE	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
October 2015						
Crown Coach Corporation	10/15/2015		33	0	0	4,076
	10/15/2015					
Sunrise Tours	10/21/2015		50	0	0	6,177
	10/21/2015					
Making Memories	10/23/2015		52	0	0	6,424
	10/23/2015					

Sales Leads By Sales Manager

<i>JULIE</i>	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
<i>October 2015</i>						
Brilliant Edventures	10/27/2015 10/27/2015		48	0	0	5,929
Sub-Total for October	4 Meetings		183		0	\$22,606
Sub-Total for JULIE	4 Meetings		183		0	\$22,606
GRAND TOTAL	13 Meetings		4,378		3,550	\$3,009,561

Definite Bookings By Sales Manager

JULIE

October 2015

Crown Coach Corporation

10/15/2015	33	0	0	4,076
10/15/2015				

Sunrise Tours

10/21/2015	50	0	0	6,177
10/21/2015				

Making Memories

10/23/2015	52	0	0	6,424
10/23/2015				

Brilliant Edventures

10/27/2015	48	0	0	5,929
10/27/2015				

Sub-Total for October	4	183	0	\$22,606
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Sub-Total for JULIE	4	183	0	\$22,606
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GRAND TOTAL	4	183	0	\$22,606
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Completions by Meeting Date

October 2015	Rep	Meeting Dates	Completion	Attend	Peak	Block Pickup	\$ Value
Wade Tours	JULIE	10/06/2015 10/06/2015	10/07/2015	20	0	0 0	\$2,471
Trips Unlimited	JULIE	10/15/2015 10/15/2015	10/16/2015	42	0	0 0	\$5,188
Away We Go Billionaire Tour & Terra Studios Tour	JULIE	10/19/2015 10/20/2015	10/20/2015	45			\$11,118
Making Memories	JULIE	10/23/2015 10/23/2015	10/24/2015	52	0	0 0	\$6,424
Brilliant Edventures	JULIE	10/27/2015 10/27/2015	10/28/2015	35	0	0 0	\$4,324
Total for October		5 Groups			Blocked	0	\$29,525
					Picked Up	0	
					% Picked Up	0.00%	
Total for 2015		5 Groups			Blocked	0	\$29,525
					Picked Up	0	
					% Picked Up	0.00%	

Lost Business By Sales Manager

Meeting Dates

Attend

Peak

Rooms

\$ Value

Reason:

Sub-Total for	Meetings
---------------	----------

Sub-Total for	Meetings
----------------------	-----------------

GRAND TOTAL	0 Meetings
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Literature mailed for October, 2015

INSIDERS														
GUIDE	HISTWALK	ALEPASS	BOTGAR	CLINTHOUSE	FAYUNDER	FRMMKT	CHHIST	VISARTS	MOTOR	OZARKTRANS				
874	25	83	1	1	1	1	1	1	200	6				

RAZTRANS	TRAILSMAP	BOTTLEOPEN	NATAGUIDE	CITYMAP
1	31	8	1	24

TOTAL BROCHURES MAILED

1259

AL	AR	AZ	CA	CO	CT	DC	DE	FL	GA	IA	IL	IN	KS	KY	LA
15	86	12	44	10	6	1	1	37	12	15	47	21	12	11	28
MA	MD	ME	MI	MN	MO	MS	MT	NC	ND	NE	NH	NJ	NV	NY	OH
11	8	3	36	18	46	14	3	35	3	3	3	14	4	38	36
OK	OR	PA	PR	RI	SC	SD	TN	TX	UT	VA	VT	WA	WI	WV	CANADA
27	1	27	3	5	22	1	17	119	5	19	1	13	10	5	14

11/11/2015
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Fayetteville Visitor's Center
Sales Date Comparison

	10/1/2014 to 10/31/2014	10/1/2014 to 10/31/2014	10/1/2014 to 10/31/2014	10/1/2014 to 10/31/2014		10/1/2015 to 10/31/2015	10/1/2015 to 10/31/2015	10/1/2015 to 10/31/2015	10/1/2015 to 10/31/2015
Department	Qty Sold	Ext Cost	Ext Price	Margin %		Qty Sold	Ext Cost	Ext Price	Margin %
Food Accessories	0	0	0	0		6	42.5	92.25	53.93
Souvenirs	0	0	0	0		10	21	43.5	51.72
Vendor Fees	0	0	0	0		1	0	15	100
Clothing	65	580.75	793	26.77		3	38.5	51	24.51
Books	17	261.1	365.79	28.62		5	24.47	118.85	79.41
Sili Pints	4	24	40	40		19	114	190	40
Local Food & Drink	96	186.04	334.37	44.36		108	163.27	271.78	39.93
Postcard	182	26.04	50.75	48.69		270	41.63	68.25	39
Local Non-Food	56	139.49	273.08	48.92		58	121.28	247.9	51.08
Accessories	2	5.5	11	50		3	17.39	34	48.85
Razorback	65	219.92	440	50.02		47	177.35	406.82	56.41
Consignment	8	58	120	51.67		13	180.85	239.95	24.63
Fayettechill	5	74	158	53.16		0	0	0	0
	1	0	150	100		0	0	0	0
	501	1,574.84	2,735.99	42.44		543	942.24	1,779.30	47.04

11/11/2015

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Clinton House Museum

Sales Date Comparison

	10/31/2014	10/31/2014	10/31/2014	10/31/2014	10/31/2015	10/31/2015	10/31/2015	10/31/2015
Department	Qty Sold	Ext Cost	Ext Price	Margin %	Qty Sold	Ext Cost	Ext Price	Margin %
ADMISSION	134	0	954	100	306	0	1,485.00	100
APRON	1	7.77	12.95	40	0	0	0	0
BASEBALL	1	6.29	8.95	29.72	0	0	0	0
BOBBLEHEAD	0	0	0	0	1	11.06	16.95	34.75
BOOK	13	58.31	151.59	61.53	3	18.95	30.85	38.57
BRACELET	0	0	0	0	2	6	10	40
BUMPER STICKER	1	0.95	2.25	57.78	3	2.85	6.75	57.78
BUTTON	1	2.25	3	25	3	3.6	9	60
CARD	1	0.75	2.5	70	4	3	10	70
CATERING	1	0	388.4	100	0	0	0	0
COASTER	0	0	0	0	1	5.96	7.95	25.03
COOKIE CUTTER	1	0.67	1.75	61.71	1	0.74	1.75	57.71
DIAMOND	10	7.5	10	25	0	0	0	0
DUCK	0	0	0	0	2	18.6	25.9	28.19
EVENTS	2	0	300	100	0	0	0	0
FANDEX	2	13.14	21.9	40	0	0	0	0
FLASHCARDS	0	0	0	0	1	10.46	13.95	25.02
GROUP TOUR	41	0	1,025.00	100	0	0	0	0
INFO CARD	0	0	0	0	1	1.25	2.5	50
KEYCHAIN	0	0	0	0	2	6	10	40
MAGNET	18	23.08	57.8	60.07	19	25.25	64.75	61
MUG	2	14.92	19.9	25.03	3	22.38	29.85	25.03
NECKLACE	0	0	0	0	3	6.33	9	29.67
PAPERDOLLS	4	18.51	30.92	40.14	0	0	0	0
PHOTO	0	0	0	0	1	1.5	2.5	40
PIN	1	6	10	40	10	22.6	41.6	45.67
PLACEMAT	2	7.42	9.98	25.65	0	0	0	0
POSTCARD	29	7.25	29	75	29	7.25	14.5	50
POSTER	0	0	0	0	3	7.11	11.85	40
SPECIAL EVENTS	0	0	0	0	92	0	1,540.00	100
TOY	0	0	0	0	2	17.48	22.9	23.67
TSHIRT	8	62.8	120.85	48.03	3	34.66	53.9	35.7
	273	237.61	3,160.74	92.48	495	233.03	3,421.45	93.19

2015 FAPC Monthly Agency Report

	January	February	March	April	May	June	July	August	September	October	November	December	Total YTD
Guide Requests													
Advertising	274	726	507	1,464	1,616	1,129	1,279	978	1,298	874			10,145
Website	79	75	72	98	116	75	132	110	118	75			950
Web Downloads	52	59	111	74	80	89	195	149	134	126			1,069
Web Views	261	198	190	225	173	276	417	234	187	215			2,376
Total	666	1,058	880	1,861	1,985	1,569	2,023	1,471	1,737	1290	0	0	14,540
BAR Searches													
Current Month	527	559	831	821	707	1,012	1,477	2,076	2,047	1,206			11263
Previous Year	334	334	488	661	625	769	921	871	1,128	502			6633
YOY % Change	+ 58 %	+ 67 %	+ 70 %	+ 24 %	+ 13 %	+ 32 %	+ 60 %	+ 138 %	+ 81 %	+ 140 %	#DIV/0!	#DIV/0!	+ 70 %
Web Traffic													
Total Users	13,879	12,773	15,798	14,449	19,244	18,789	19,026	18,831	20,145	18,331			171,265
Previous Year	10,980	8,169	14,208	12,136	14,905	15,199	14,771	14,354	15,435	14,206			134,363
YOY % Change	+ 26 %	+ 56 %	+ 11 %	+ 19 %	+ 29 %	+ 24 %	+ 29 %	+ 31 %	+ 31 %	+ 29 %	#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	21,318			201,412
Previous Year	12,712	9,599	16,497	13,973	17,293	17,635	17,084	16,727	18,017	16,589			156,126
YOY % Change	+ 27 %	+ 57 %	+ 16 %	+ 22 %	+ 30 %	+ 26 %	+ 32 %	+ 32 %	+ 30 %	+ 29 %	#DIV/0!	#DIV/0!	+ 29 %
Target States													
Arkansas	7,276	6,417	7,570	7,562	9,853	9,109	8,860	8,226	8,192	8,322			81,387
Previous Year	5,558	4,248	7,586	5,985	6,798	6,675	6,910	6,260	6,334	6,699			63,053
	31%	51%	0%	26%	45%	36%	28%	31%	29%	24%			29%
Oklahoma	1,961	1,480	2,035	1,938	2,070	1,981	1,624	1,547	1,720	1,512			17,868
Previous Year	1,257	1,090	2,497	1,896	2,157	1,956	2,272	1,903	2,384	2,340			19,752
	56%	36%	-19%	2%	-4%	1%	-29%	-19%	-28%	-35%			-10%
Texas	1,147	1,277	1,833	1,769	2,985	3,680	4,119	4,339	4,699	4,136			29,984
Previous Year	1,502	839	1,274	1,034	1,320	1,722	1,829	1,411	1,428	1,387			13,746
	-24%	52%	44%	71%	126%	114%	125%	208%	229%	198%			118%
Missouri	839	904	1,124	885	1,106	1158	1,186	1,165	1,618	1,285			11,270
Previous Year	780	541	878	701	782	841	876	841	868	640			7,748
	8%	67%	28%	26%	41%	38%	35%	39%	86%	101%			45%
Tennessee	619	470	691	617	823	867	817	814	1,025	958			7,701
Previous Year	216	154	444	422	515	603	588	638	631	620			4,831
	187%	205%	56%	46%	60%	44%	39%	28%	62%	55%			59%
Organic Search Traffic													
Current Month	12,860	11,584	14,717	13,668	16,290	16,332	16,308	15,150	15,198	14,434			146,541
Previous Year	8,344	6,510	10,658	9,319	11,572	11,714	11,722	11,403	10,978	11,576			103,796
YOY % Change	+ 54 %	+ 78 %	+ 38 %	+ 47 %	+ 41 %	+ 39 %	+ 39 %	+ 33 %	+ 38 %	+ 25 %	#DIV/0!	#DIV/0!	+ 41 %
Paid Search Traffic													
Current Month	542	366	493	518	739	756	694	704	641	558			6011
Previous Year	0	0	93	659	706	708	746	819	663	900			5294
YOY % Change	n/a	n/a	+ 430 %	- 21 %	+ 5 %	+ 7 %	- 7 %	- 14 %	- 3 %	- 38 %			+ 12 %