

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.

December 21, 2015

2:00 p.m.

Fayetteville Town Center

- I. Call to Order – Ching Mong**
- II. Reports**
 - A. Approval of the Minutes – November 2015**
 - B. Financial Report**
 - 1. HMR Revenues – Kym Hughes**
 - 2. Financial Statements – Sally Fisher**
 - 3. Approval of Financial Reports – October & November 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**
- IV. New Business**
 - A. Approval of 2016 Budget**
 - B. HR Appraisal Opportunity**
 - C. Executive Session – Organize Director Review**
 - D. Report of Executive Session**
- V. Adjourn**

Advertising and Promotion Commission

Regular Meeting

November 16, 2015

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

Staff Present: Kym Hughes, Sally Fisher, Hazel Hernandez

Call to Order

Chairman Ching Mong called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on November 16, 2015 at 12:45 pm

Funding Requests

Kym Hughes, Executive Director, reviewed funding guidelines. The Executive Director’s funding recommendation is \$120,000.00. The Commission discussed funding and below is the report on approved funding.

Funding approved by Commissioner Matthew Perry, seconded by Commissioner Hanna Withers. Motion carried with a vote of 7:0.

Approval of Minutes

Commissioner Withers moved to approve the October 2015 minutes; seconded by Commissioner Matt Behrend. Motion carried with a vote of 7:0.

Financial Reports

Total HMR revenue \$279,925.25 HMR collection, the check to A&P was \$209,028.23.

Balance sheet

Total cash	\$585,341.40
Accounts Receivable	\$89,323.54
Prepaid expenses	\$9,441.89

Inventory Assets

CVB	\$7,520.90
CHM	\$3,334.18

Total Investments	\$1,857,751.59
Total Current Assets	\$2,562,739.60
Account Payable.....	\$4,204.99
Payroll Liabilities	\$7,433.86
Due to Other Funds	\$5,579.13 – City Account
Unearned Revenue 2015	\$51,245.17
Unearned Revenue 2016	\$91,482.36

Net Revenue.....\$246,791.81

Consolidated Statement of Budget

Revenue

	2015		2014
Year to Date	\$3,113,308.00	vs.	\$2,776,477.00
Month to Date	\$370,002.00		\$295,979.00

Expenditures

Year to Date	\$2,865,853.00	vs.	\$3,081,956.00
Month to Date	\$293,723.00	vs.	\$244,188.00

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

Collected \$1,296.36. Closed 1 case and currently 28 open cases with the Prosecutors Office.

Departmental Reports

Town Center

Have received quotes on new phones, should be live mid-December. Door estimates are a little more, we will discuss next month.

Event Break Down

3% Social, UA 20% and Corporate 33.5%

Visitors Bureau

Sales Leads

13 meetings, 4,378 attendees, 3,550 RN and value of \$3,009,561.

Definite Bookings

4 group tours, 183 attendees, value of \$22,606.00.

Completed meetings

5 groups, 194 attendees, value of 29,525.00.

No lost business

Visitors Center

Sales Comparison

	<u>2015</u>	vs.	<u>2014</u>
Items sold	543		501
Total Extended Price	\$1,779.30		\$2,735.99

Clinton House

Sales Comparison

	<u>2015</u>	vs.	<u>2014</u>
Admission	306		134
Items sold	189		139
Total Extended Price	\$3,421.45		\$3,160.74

Sells Agency Report

Drew Finkbeiner reported they are working with the Visitors Bureau team on 2016 plans. Should have 2nd round of Visitors Guides proofs and did photoshoot for the 2016 covers. There will be 4 covers: family, razorback game, Bikes, Blues and BBQ and the trails. Deadline is early January.

Old Business

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

Meeting adjourned 3:05 pm

Respectfully submitted,
Sandra Bennett
Operations Administrator

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

Current Year HMR Collected (2120.0912.4101.00)	\$	281,292.87
Prior Year Collected (2120.0912.4101.01)	\$	25.00
First Security Investment Interest Revenue (2120.0912.4708.00)	\$	1,281.78
Total Revenues	\$	282,599.65
Annual Bond Audit Expense (2120.9120.5307.00)	\$	-
Collection Expense (2120.9120.5333.00)	\$	(5,626.35)
Town Center Bond Payment (2120.9120.5739.00)	\$	(62,212.98)
2014 Property Taxes on Town Center (2120.9120.5345.00)	\$	-
Total Expenses	\$	(67,839.33)
Total Check to A&P	\$	214,760.32

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

From: [Smallwood, Deborah](#)
To: abhijeet@grippster.com; arch@flyingburritoco.com; [Bartelt, Nick](#); [Becker, Paul](#); clayton@greenhousegrille.com; colton614@sbcglobal.net; diane.knight@sbcglobal.net; dwilli7527@aol.com; feltnerbrothers@gmail.com; [Greer, Jared](#); jedwards@experiencefayetteville.com; [Jones, Shay](#); khughes@experiencefayetteville.com; kmlaughlin@earthlink.net; kreed@thecitywire.com; [Krushiker, Narry](#); [McKay, Grant](#); rest0910@GoldenCorral.net; [Smart, Greg](#); [Snyder, Augie](#); [Turberville, Shelly](#); [Williams, Kit](#); wwd3245@sbcglobal.net
Subject: HMR Totals for November (October taxes)
Date: Wednesday, December 02, 2015 12:03:42 PM
Attachments: [image002.png](#)

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 November was \$281,317.87. Please remember that the amount listed represents only 1/2 of the total revenue generated.

For October taxes collected in November - the Hotel/Motel collections were \$39,020. The restaurant collections for October that were collected in November were \$242,297.87

Thanks!

Deborah Smallwood

Accounts Payable

City of Fayetteville, Arkansas

479.575-8284

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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%	278,956	7.76%
November	\$210,335	231,456	10.04%	252,717	9.19%	281,318	11.32%
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>2,791,149</u>	9.67%

Fayetteville A&P Commission

Balance Sheet

As of November 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	157,792.87
10400 1st Security Fayetteville TC	314,232.94
10500 1st Security Clinton House	30,437.23
10600 1st Security CVB # 8730	110,522.09
10700 Arvest Payroll Account #4636	<u>36,559.50</u>

Total Cash 650,773.13

11000 Accounts Receivable 60,713.32

11400 Due From Other Funds 8,858.52

11500 Prepaid Expenses 9,599.38

11501 Prepaid Rebranding Fees 11,740.00

12100 Inventory Asset - CVB 10,569.93

12150 Inventory Asset - CHM 2,969.44

13000 Investments 1,867,338.81

13100 Investments: Adjust to Market (2,640.33)

Total Investments 1,864,698.48

Total Current Assets 2,619,922.20

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 4,009,003.79

Fayetteville A&P Commission

Balance Sheet

As of November 30, 2015

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	3,932.07
23002 Colonial Life& Acc Ins. Payable	0.00
24000 Payroll Liabilities	7,391.56
24100 Employee Benefits Payable	0.00
24500 Due to Other Funds	5,626.35
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	14,111.38
24901 Unearned Revenue 2016	100,407.36

Total Liabilities

131,468.72

Equity

39005 Fund Balance	3,543,374.36
Net Revenue	334,160.71

Total Equity

3,877,535.07

TOTAL LIABILITIES AND EQUITY

4,009,003.79

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

CONSOLIDATED A & P COMMISSION

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month Actual
		Budget	Actual			Budget	Actual	
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	2,775,419	2,559,053	2,768,120	2,481,525	7,299	238,399	281,293	251,128
40200 · PY Hotel, Motel, Restaurant Tax	0	0	23,029	39,687	(23,029)	0	25	1,589
40600 · Rental Income	427,061	394,911	422,101	366,431	4,960	35,101	40,211	66,129
40601 - Incidentals	47,978	45,968	46,159	55,422	1,819	4,033	5,600	0
40602 - Alcohol Sales	33,663	31,859	54,834	0	(21,171)	5,130	4,367	0
40700 · 1st Thursday Income	20,000	20,000	18,570	18,546	1,430	0	1,714	40
40800 · Other Income	200	150	14,828	14,071	(14,628)	0	450	3,100
40900 - Roots Festival	0	0	0	15,265	0	0	0	0
41000 · Parking Revenue	16,936	13,046	12,674	14,002	4,262	0	584	3,890
41001 · Parking Lease	12,831	12,581	19,814	8,628	(6,983)	2,175	0	2,175
41200 · Gift Shop Sales	6,150	5,950	5,968	5,978	182	200	593	295
41300 · Visitor Store	32,000	30,000	25,243	32,241	6,757	2,000	2,873	2,180
41400 · Partership Income	4,000	4,000	0	2,125	4,000	0	0	0
41600 · Admission Revenue	13,150	12,800	16,567	14,347	(3,417)	350	1,674	811
41700 · Health Reimbursement	725	725	1,389	8,066	(664)	0	0	755
42000 · Special Projects	12,592	5,193	18,123	(1,465)	(5,531)	0	10,614	0
42600 · Interest Income Investments	11,850	10,890	11,878	10,400	(28)	990	1,282	1,154
42800 · Interest Income Checking	3,044	2,798	2,679	2,248	365	224	280	125
42900 · Visitor Guide Ad Income	30,000	30,000	300	21,981	29,700	0	300	0
43200 · LOTO Income	18,600	18,000	9,675	5,050	8,925	13,000	7,050	4,700
98000 · Transfer In								
Total Revenue	3,466,199	3,197,924	3,471,951	3,114,548	(5,752)	301,602	358,910	338,071
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(2,969)	3,285	2,969	0	365	1,508
50001 - CVB Store - COGS	0	0	950	15,336	(950)	0	(3,049)	2,583
Total Cost of Goods Sold	0	0	(2,019)	18,621	2,019	0	(2,684)	4,091
Gross Profit	3,466,199	3,197,924	3,473,970	3,095,927	(7,771)	301,602	361,594	333,980

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

CONSOLIDATED A & P COMMISSION

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month Actual
		Budget	Actual			Budget	Actual	
Expenditures								
61000 · Signage-Tourism	10,400	9,400	11,331	8,878	(931)	500	3,679	261
61500 · Credit Card Fees	9,154	8,625	9,218	7,530	(64)	1,092	871	969
62500 · Advertising & Marketing	526,000	476,000	591,452	316,481	(65,452)	25,000	41,547	10,164
62600 · Printing/Brochures	150,000	150,000	72,016	154,257	77,984	15,000	17,364	13,032
62700 · Website Update	12,000	11,000	6,085	5,000	5,915	1,000	0	500
63000 · Accounting & Legal Fees	6,000	5,500	3,281	1,347	2,719	500	0	0
63100 · Audit Expense	11,000	11,000	10,300	9,000	700	0	0	0
64000 · Office Expense	18,850	17,400	17,608	14,155	1,242	1,400	982	1,154
64100 · Visitor Store Expense	18,000	16,500	14,845	983	3,155	1,500	1,352	0
64150 - Clinton House Gift Shop	5,000	5,000	2,338	0	2,662	0	0	0
64500 · Insurance - Building	10,000	10,000	9,775	9,775	225	0	0	0
64501 - Insurance - Workers Comp	3,000	3,000	1,705	1,705	1,295	0	0	0
64502 - Insurance - D&O	0	0	1,991	0	(1,991)	0	0	0
65000 · Insurance & Health Benefits	122,717	112,178	91,586	85,359	31,131	10,539	8,838	4,971
65501 · Simple IRA Match	21,523	19,049	13,397	11,676	8,126	1,727	1,333	1,125
66000 · Car Allowance	3,750	3,450	3,750	3,300	0	300	300	300
66500 · Telephone Expense / Internet	17,604	16,191	17,824	15,871	(220)	1,413	1,321	1,419
67000 · Postage & Shipping Expense	23,260	20,760	21,736	27,515	1,524	2,000	2,787	3,240
67100 · Tracking Software	24,100	24,100	19,979	4,672	4,121	500	3,642	0
68100 · Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 · Maintenance / Lawn	10,500	10,500	5,917	3,724	4,583	3,500	(709)	0
68500 · Repairs & Maintenance Expense	162,350	150,000	123,783	87,376	38,567	13,350	8,254	6,475
68600 · Peace Fountain Maintenance	7,500	6,875	10,092	2,640	(2,592)	625	186	220
68700 · Linens	28,524	26,147	24,177	23,117	4,347	2,377	1,528	2,857
69500 · Publication & Dues	15,395	15,395	14,566	13,608	829	500	1,742	725
70000 · Travel / Training Expense	69,901	65,707	56,862	52,515	13,039	4,192	3,975	3,510
70500 · Taxes & Licenses	7,385	7,201	18,382	13,147	(10,997)	184	1,524	613

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

CONSOLIDATED A & P COMMISSION

	2015	November 2015 Year-to-Date		2014	2015	November 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 · Collections Expense	53,430	49,260	55,823	50,424	(2,393)	4,207	5,626	5,054
72000 · Payroll Tax Expense	57,669	51,889	44,366	39,870	13,303	4,597	3,911	3,651
73000 · Convention Development	58,900	53,988	57,818	49,377	1,082	4,908	5,632	4,714
76500 · Contract Labor	48,800	43,680	59,375	57,715	(10,575)	3,920	5,867	6,930
77500 · Salaries Expense	659,610	578,085	551,374	487,452	108,236	51,476	50,521	45,676
77600 · Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 · Electric Utilities	77,906	72,341	65,893	67,637	12,013	5,364	4,845	5,071
78100 · Gas Utility	13,401	11,304	13,421	9,522	(20)	1,070	880	1,105
78200 · Water Utility	10,366	9,631	9,365	9,549	1,001	735	1,024	733
78500 · Security	2,700	2,475	1,681	3,421	1,019	225	22	502
78600 · Airport Advertising	9,000	9,000	7,875	9,000	1,125	0	750	0
78700 · Minor Equipment	108,000	108,000	95,948	106,269	12,052	5,000	0	0
78800 · Airport Info Booth	4,800	4,800	3,600	2,700	1,200	0	0	300
94300 · LOTO Special Project	10,000	0	7,242	7,027	2,758	0	2,727	7,027
95000 · Misc. Special Projects - Other	267,148	259,749	217,525	846,193	49,623	0	17,592	14,193
95010 · 1st Thursday	21,000	21,000	20,336	23,836	664	0	46	0
95020 · Roots Festival	0	0	3,667	11,149	0	0	0	0
95026 · Incidental Expenses	0	0	19,251	0	(19,251)	0	10,614	0
95027 · Alcohol & Bar Supply Purchases	0	0	29,910	0	(29,910)	0	1,174	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	746,556	684,343	684,343	558,304	62,213	62,213	62,213	0
97100 · Trustee Expense	6,000	6,000	0	4,500	6,000	0	0	1,125
99000 · Transfer Out								
Total Expenditures	3,466,199	3,183,523	3,139,809	3,229,576	330,057	230,914	273,960	147,616
Excess of Revenues Over/(Under) Expenditures	0	14,401	334,161	(133,649)	(337,828)	70,688	87,634	186,364

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

FAYETTEVILLE A & P

	2015	November 2015 Year-to-Date		2014	2015	November 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	2,559,053	2,768,120	2,481,525	7,299	238,399	281,293	251,128
40200 · PY Hotel, Motel, Restaurant Tax	0	0	23,029	39,687	(23,029)	0	25	1,589
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	8,066	(664)	0	0	755
42000 · Special Projects	0	0	0	0	0	0	0	0
42600 · Interest Income Investments	11,850	10,890	11,878	10,400	(28)	990	1,282	1,154
42800 · Interest Income Checking	2,000	1,834	1,091	1,380	909	166	80	70
42900 · Visitor Guide Ad Income	30,000	30,000	300	21,981	29,700	0	300	0
43200 · LOTO Income	10,000	10,000	1,750	0	8,250	5,000	700	0
98000 · Transfer In	0	0	0	50,000	0	0	0	0
Total Revenue	2,829,994	2,612,502	2,818,169	2,620,695	11,825	244,555	283,680	254,696
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	2,612,502	2,818,169	2,620,695	11,825	244,555	283,680	254,696

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

FAYETTEVILLE A & P

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month Actual
		Budget	Actual			Budget	Actual	
Expenditures								
61000 · Signage-Tourism	10,400	9,400	11,264	8,878	(864)	500	3,679	261
61500 · Credit Card Fees	0	0	0	0	0	0	0	0
62500 · Advertising & Marketing	525,000	475,000	589,036	315,524	(64,036)	25,000	41,457	10,164
62600 · Printing/Brochures	150,000	150,000	71,413	154,257	78,587	15,000	17,364	13,032
62700 · Website Update	12,000	11,000	6,085	5,000	5,915	1,000	0	500
63000 · Accounting & Legal Fees	6,000	5,500	3,281	1,347	2,719	500	0	0
63100 · Audit Expense	11,000	11,000	10,300	9,000	700	0	0	0
64000 · Office Expense	2,400	2,200	2,745	1,916	(345)	200	167	178
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	0
64501 - Insurance - Workers Comp	3,000	3,000	1,705	1,705	1,295	0	0	0
64502 - Insurance - D&O	0	0	1,991	0	(1,991)	0	0	0
65000 · Insurance & Health Benefits	8,861	8,158	7,765	22,291	1,096	703	680	1,569
65501 · Simple IRA Match	6,182	5,387	2,010	3,873	4,172	485	222	348
66000 · Car Allowance	3,750	3,450	3,750	3,300	0	300	300	300
66500 · Telephone Expense / Internet	0	0	0	85	0	0	0	0
67000 · Postage & Shipping Expense	23,000	20,500	21,638	27,126	1,362	2,000	2,787	3,224
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	9,500	0	3,149	9,500	3,500	0	0
68500 · Repairs & Maintenance Expense	75,000	68,750	35,299	11,984	39,701	6,250	86	0
68600 · Peace Fountain Maintenance	7,500	6,875	10,092	2,640	(2,592)	625	186	220
68700 · Linens	0	0	0	77	0	0	0	0
69500 · Publication & Dues	14,000	14,000	13,377	12,844	623	500	1,273	725
70000 · Travel / Training Expense	13,595	13,595	3,824	3,234	9,771	0	151	959
70500 · Taxes & Licenses	0	0	3,036	2,434	(3,036)	0	94	0

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

FAYETTEVILLE A & P

	2015	November 2015 Year-to-Date		2014	2015	November 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 · Collections Expense	53,430	49,260	55,823	50,424	(2,393)	4,207	5,626	5,054
72000 · Payroll Tax Expense	11,786	10,914	10,459	12,032	1,327	872	794	887
73000 · Convention Development	0	0	2,482	35	(2,482)	0	128	0
76500 · Contract Labor	0	0	0	5,088	0	0	0	0
77500 · Salaries Expense	138,650	122,762	128,731	148,332	9,919	10,083	10,083	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	7,875	9,000	1,125	0	750	0
78700 · Minor Equipment	100,000	100,000	91,456	106,006	8,544	5,000	0	0
78800 · Airport Info Booth	4,800	4,800	3,600	2,700	1,200	0	0	300
94300 · LOTO Special Project	10,000	0	732	0	9,268	0	667	0
95000 · Misc. Special Projects - Other	254,556	254,556	201,886	770,660	52,670	0	17,246	11,040
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	684,343	684,343	558,304	62,213	62,213	62,213	0
97100 · Trustee Expense	6,000	6,000	0	4,500	6,000	0	0	1,125
99000 · Transfer Out	599,028	599,028	315,000	115,000	284,028	0	0	0
Total Expenditures	2,829,994	2,672,978	2,316,262	2,384,720	513,732	138,938	165,953	61,187
Excess of Revenues Over/(Under) Expenditures	0	(60,476)	501,907	235,975	(501,907)	105,617	117,727	193,509

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

CLINTON HOUSE

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month
		Budget	Actual			Budget	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	350	350	550	0	(200)	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	200	150	250	450	(50)	0	0	100
40900 - Roots Festival	0	0	0	0	0	0	0	0
41000 · Parking Revenue	0	0	0	0	0	0	100	0
41001 · Parking Lease	0	0	0	0	0	0	0	0
41200 · Gift Shop Sales	6,150	5,950	5,968	5,978	182	200	593	295
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	12,800	16,567	14,347	(3,417)	350	1,674	811
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	0	0	1,715	0	(1,715)	0	0	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	73	67	84	64	(11)	6	13	5
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
Total Revenue	103,005	102,399	75,134	35,839	27,871	556	2,380	1,211
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(2,969)	3,285	2,969	0	365	1,508
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	(2,969)	3,285	2,969	0	365	1,508
Gross Profit	103,005	102,399	78,103	32,554	24,902	556	2,015	(297)

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

CLINTON HOUSE

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month
		Budget	Actual			Budget	Actual	
Expenditures								
61000 · Signage-Tourism	0	0	0	0	0	0	0	0
61500 · Credit Card Fees	1,200	1,100	706	662	494	100	65	63
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	3,250	1,885	2,489	1,665	250	87	0
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	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	8,139	7,436	7,235	7,480	904	703	680	668
65501 · Simple IRA Match	1,297	1,133	1,126	1,024	171	103	102	93
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	1,270	1,165	1,369	1,154	(99)	105	134	102
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	5,917	575	(4,917)	0	(709)	0
68500 · Repairs & Maintenance Expense	1,500	1,500	700	162	800	0	27	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	1,100	476	504	724	100	41	41

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

CLINTON HOUSE

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month
		Budget	Actual			Budget	Actual	
Expenditures (cont.)								
71000 · Collections Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	3,868	3,377	2,980	2,755	888	307	261	237
73000 · Convention Development	0	0	0	1,027	0	0	0	514
76500 · Contract Labor	11,400	9,400	9,191	7,790	2,209	800	720	640
77500 · Salaries Expense	43,015	37,554	37,544	34,131	5,471	3,414	3,413	3,103
77600 · Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	1,483	1,383	1,190	1,018	293	100	77	60
78100 · Gas Utility	1,119	974	984	738	135	30	42	65
78200 · Water Utility	1,454	1,408	961	1,353	493	46	133	46
78500 · Security	300	275	241	241	59	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	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	650	1,306	(650)	0	318	0
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	93,265	89,768	77,077	13,237	6,083	5,413	5,654
Excess of Revenues Over/(Under) Expenditures	0	9,134	(11,665)	(44,523)	11,665	(5,527)	(3,398)	(5,951)

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

TOWN CENTER

	2015	November 2015 Year-to-Date		2014	2015	November 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	394,561	421,551	366,431	5,160	35,101	40,211	66,129
40601 - Incidentals	47,978	45,968	46,159	55,422	1,819	4,033	5,600	0
40602 - Alcohol Sales	33,663	31,859	54,834	0	(21,171)	5,130	4,367	0
40700 · 1st Thursday Income	0	0	0	0	0	0	0	0
40800 · Other Income	0	0	1,692	3,027	(1,692)	0	300	3,000
40900 - Roots Festival	0	0	0	15,265	0	0	0	0
41000 · Parking Revenue	16,936	13,046	12,674	14,002	4,262	0	484	3,890
41001 · Parking Lease	12,831	12,581	19,814	8,628	(6,983)	2,175	0	2,175
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	16,408	(1,465)	(3,816)	0	10,614	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	721	667	1,039	667	(318)	32	132	32
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	503,875	574,171	461,977	(22,739)	46,471	61,708	75,226
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	503,875	574,171	461,977	(22,739)	46,471	61,708	75,226

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

TOWN CENTER

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month Actual
		Budget	Actual			Budget	Actual	
Expenditures								
61000 · Signage-Tourism	0	0	0	0	0	0	0	0
61500 · Credit Card Fees	5,814	5,585	7,477	5,199	(1,663)	792	666	792
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	4,950	7,949	4,581	(2,549)	450	482	546
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	37,180	34,974	26,122	5,721	3,515	3,399	62
65501 · Simple IRA Match	5,796	5,313	4,414	3,529	1,382	483	475	321
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	7,684	7,026	6,513	7,019	1,171	658	588	658
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	78,000	85,856	73,527	(1,856)	7,000	8,141	6,381
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	28,524	26,147	24,177	23,040	4,347	2,377	1,528	2,857
69500 · Publication & Dues	0	0	0	0	0	0	0	0
70000 · Travel / Training Expense	4,000	4,000	5,869	9,240	(1,869)	0	158	0
70500 · Taxes & Licenses	5,000	4,916	12,149	6,941	(7,149)	84	1,225	318

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

TOWN CENTER

	2015	November 2015 Year-to-Date		2014	2015	November 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	15,928	13,811	12,503	3,435	1,448	1,266	1,252
73000 · Convention Development	0	0	1,368	0	(1,368)	0	644	0
76500 · Contract Labor	37,400	34,280	50,184	43,429	(12,784)	3,120	5,147	6,290
77500 · Salaries Expense	202,784	177,034	171,348	152,978	31,436	16,094	16,298	15,362
77600 · Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	70,298	65,333	59,255	61,316	11,043	4,764	4,356	4,764
78100 · Gas Utility	12,282	10,330	12,437	8,784	(155)	1,040	838	1,040
78200 · Water Utility	8,257	7,618	7,852	7,616	405	639	841	639
78500 · Security	2,400	2,200	1,440	3,060	960	200	0	480
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	14,448	73,175	(1,856)	0	15	3,153
95010 · 1st Thursday	0	0	0	0	0	0	0	0
95020 · Roots Festival	0	0	3,667	11,149	0	0	0	0
95026 · Incidental Expenses	0	0	19,251	0	(19,251)	0	10,614	0
95027 · Alcohol & Bar Supply Purchases	0	0	29,910	0	(29,910)	0	1,174	
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	0
Total Expenditures	551,432	492,293	575,355	583,208	(20,256)	42,664	57,855	44,915
Excess of Revenues Over/(Under) Expenditures	0	11,582	(1,184)	(121,231)	(2,483)	3,807	3,853	30,311

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

VISITOR CENTER

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month Actual
		Budget	Actual			Budget	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	18,570	18,546	1,430	0	1,714	40
40800 · Other Income	0	0	2,274	2,938	(2,274)	0	150	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	32,000	30,000	25,243	32,241	6,757	2,000	2,873	2,180
41400 · Partership Income	4,000	4,000	0	2,125	4,000	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	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	230	465	137	(215)	20	55	18
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	8,600	8,000	7,925	5,050	675	8,000	6,350	4,700
98000 · Transfer In	515,946	515,946	265,000	100,000	250,946	0	0	0
Total Revenue	580,796	578,176	319,477	161,037	261,319	10,020	11,142	6,938
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 - CVB Store - COGS	0	0	950	15,336	(950)	0	(3,049)	2,583
Total Cost of Goods Sold	0	0	950	15,336	(950)	0	(3,049)	2,583
Gross Profit	580,796	578,176	318,527	145,701	262,269	10,020	14,191	4,355

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

VISITOR CENTER

	2015	November 2015 Year-to-Date		2014	2015	November 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	1,940	1,035	1,669	1,105	200	140	114
62500 · Advertising & Marketing	0	0	1,795	957	(1,795)	0	90	0
62600 · Printing/Brochures	0	0	603	0	(603)	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	7,000	5,029	5,169	2,471	500	246	430
64100 · Visitor Store Expense	18,000	16,500	14,845	983	3,155	1,500	1,352	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	65,022	59,404	41,612	29,466	23,410	5,618	4,079	2,672
65501 · Simple IRA Match	8,248	7,216	5,847	3,250	2,401	656	534	363
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	8,650	8,000	9,942	7,613	(1,292)	650	599	659
67000 · Postage & Shipping Expense	0	0	83	389	(83)	0	0	16
67100 · Tracking Software	24,100	24,100	19,490	4,672	4,610	500	3,642	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	1,750	1,928	1,703	(78)	100	0	94
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	979	554	206	0	469	0
70000 · Travel / Training Expense	50,306	46,112	46,084	39,583	4,222	4,192	3,666	2,551
70500 · Taxes & Licenses	1,185	1,185	2,721	3,268	(1,536)	0	164	254

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

VISITOR CENTER

	2015 Annual Budget	November 2015 Year-to-Date		2014 YTD Actual	2015 Balance of Budget	November 2015 Month		2014 Month Actual
		Budget	Actual			Budget	Actual	
Expenditures (cont.)								
71000 · Collections Expense	0	0	0	0	0	0	0	0
72000 · Payroll Tax Expense	24,769	21,670	17,116	12,580	7,653	1,970	1,590	1,275
73000 · Convention Development	58,900	53,988	53,968	48,315	4,932	4,908	4,860	4,200
76500 · Contract Labor	0	0	0	1,408	0	0	0	0
77500 · Salaries Expense	275,161	240,735	213,751	152,011	61,410	21,885	20,727	15,910
77600 · Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	6,125	5,625	5,448	5,303	677	500	412	247
78100 · Gas Utility	0	0	0	0	0	0	0	0
78200 · Water Utility	655	605	552	580	103	50	50	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	0	0
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
94300 · LOTO Special Project	0	0	6,510	7,027	(6,510)	0	2,060	7,027
95000 · Misc. Special Projects - Other	0	0	541	1,052	(541)	0	13	0
95010 · 1st Thursday	21,000	21,000	20,336	21,636	664	0	46	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	580,796	524,015	473,424	349,571	107,372	43,229	44,739	35,860
Excess of Revenues Over/(Under) Expenditures	0	54,161	(154,897)	(203,870)	154,897	(33,209)	(30,548)	(31,505)



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: **Casey Jones**, Prosecuting Attorney

FROM: **Kit Williams**, City Attorney

A handwritten signature in black ink, appearing to read "Kit Williams", written over a horizontal line.

DATE: **December 3, 2015**

RE: **Overdue HMR collection efforts**

The City Prosecutor reported on 23 active Hotel, Motel and Restaurant overdue tax collection cases for November 2015 as shown on his attached report. Four of these cases were closed. The City Prosecutor's Office collected \$50.00 in overdue HMR taxes in November. Year to date collections total \$31,545.58.

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: *December 1, 2015*

RE: *Status of Active HMR cases*

A handwritten signature in black ink, appearing to be "Casey Jones", is written over the "FROM:" field of the memo.

1. *Collected: \$50.00;*
2. *Closed 4 cases and*
3. *Currently 23 open cases with the Prosecutors Office.*

Fayetteville Town Center, Manager's Activity Report

November 1, 2015 – November 30, 2015

Sales:

	November 2014 (base)	November 2015	Month % Change	YTD 2014	YTD 2015	YTD % Change
Sales (# returned contracts by log date – GL)	13	17	31%	149	158	6%
Complete Events (Paid/Sponsored)	25	25	-0-	227	255	12%
Sales (\$ returned contracts by log date – GL)	\$27,975.00	\$36,699.38	31%	\$368,956.50	\$384,212.31	4%
Collections (\$ - Payment Log)	\$40,549.52	\$61,789.12	52%	\$460,598.32	\$504,621.21	10%
Executed Contracts	\$32,273.13	\$43,792.50	36%	\$429,509.51	\$569,835.40	33%
Average per event (\$ Sales / # Sales)	\$2,151.92	\$2,158.79	.3%	\$2,476.22	\$2,431.72	(2%)

98% of annual sales goal has been collected as of 12/8/15

Operations Items:

- Doors – new quote
- Clinton House Landscape – Clean up
- Phone upgrades
- Internet upgrades
- Minor repairs and maintenance
- FTC & CHM irrigation winterizing
- Fire Alarm Inspection
- Passenger Elevator Repairs

Coordination – Corp/Assoc./UA

- Fred Pryor Seminars
- AOP
- Pacific Vet Group
- University of Arkansas Chemistry Banquet
- University of Arkansas Student Affairs
- VA
- Taste of Africa
- Regions Insurance
- Hanson Pipe & Precast

Coordination – Social/NP/Ed

- Best Pageant Systems
- Monica Russell Reception
- NWA Equality Ball
- Katie Russell Reception
- Theatre Squared
- Briney/Pagliani Reception

Event List:

November 1 – New Life Church
 November 2 – Fred Pryor
 November 6 – UA Chemistry
 November 7 – Best Pageant System
 November 7 – Russell Reception
 November 8 – New Life Church
 November 9 – AOP Chapter
 November 10 – Hanson Pipe
 November 11 – Superior Linen
 November 12 – UA Student Affairs
 November 13 – NWA Equality Ball
 November 14 – Russell Reception
 November 15 – New Life Church

November 16 – Veterans Administration
 November 17 – Veterans Administration
 November 18 – Veterans Administration
 November 19 – TheatreSquared
 November 20 – Fred Pryor
 November 20 – Regions Insurance
 November 21 – UA Taste of Africa
 November 22 – New Life Church
 November 28 – Briney Reception
 November 29 – New Life Church
 November 30 – AOP Chapter

Event Breakdown

Social – 20%

UA – 20%

Corporate – 32%

Non-profit – 28%

**Convention Sales Department
Detail Report
From 11/1/2015 To 11/30/2015**

Sales Leads	Dates	Attendance	Peak	Rm Nts	Ec. Impact
COLLIN					
UA Women's Athletics	03/16/2016	1,000	200	1,200	864,710
2016 NCAA Women's Basketball 1st & 2nd Rounds	03/22/2016				
Garver, LLC	10/12/2016	250	150	300	92,648
Northwest Arkansas Corporate Meeting 2016	10/14/2016				
Delta Sigma Theta Sorority Inc.	03/10/2017	300	250	500	111,177
2017 NWA Chapter Meeting	03/12/2017				
Total Sales Leads - COLLIN:	3	1,550	2,000	\$1,068,535	
JULIE					
Purpose Driven Tours	11/05/2015	24	0	0	2,965
	11/05/2015				
Trips Unlimited	11/06/2015	50	0	0	6,177
	11/06/2015				
Village Tours	05/03/2016	35	0	0	4,324
Mystery Tour	05/03/2016				
Total Sales Leads - JULIE:	3	109	0	\$13,465	
Total Sales Leads Issued	6	1,659	2,000	\$1,081,999	

**Convention Sales Department
Detail Report
From 11/1/2015 To 11/30/2015**

Definite Bookings

	Dates	Attendance	Peak	Rm Nts	Ec. Impact
JULIE					
Purpose Driven Tours	11/05/2015 11/05/2015	24	0	0	2,965
Trips Unlimited	11/06/2015 11/06/2015	50	0	0	6,177
Village Tours Mystery Tour	05/03/2016 05/03/2016	35	0	0	4,324
Total Definite Bookings - JULIE:	3	109	0	0	\$13,465
Total Definite Bookings:	3	109	0	0	\$13,465

**Convention Sales Department
Detail Report
From 11/1/2015 To 11/30/2015**

Dates Attendance Peak Rm Nts Ec. Impact

Total Lost Business - : _____

Total : _____

Completions by Meeting Date

November 2015	Rep	Meeting Dates	Completion	Attend	Peak	Block Pickup	\$ Value
Purpose Driven Tours	JULIE	11/05/2015 11/05/2015	12/07/2015	24	0	0 0	\$2,965
Mitchell Reunion	JULIE	11/13/2015 11/15/2015	11/24/2015	20			\$7,412
Total for November		2 Groups				Blocked 0 Picked Up 0 % Picked Up 0.00%	\$10,377
Total for 2015		2 Groups				Blocked 0 Picked Up 0 % Picked Up 0.00%	\$10,377

November 2015

INDIVIDUALS BY
STATE

CANADA	8	ID	3	MT	3	RI	1
ARMED SERVICES	1	IL	87	NC	34	SC	12
AK	4	IN	38	ND	4	SD	3
AL	20	KS	37	NE	11	TN	10
AR	67	KY	16	NH	1	TX	74
AZ	6	LA	18	NJ	13	UT	2
CA	28	MA	16	NM	2	VA	13
CO	6	MD	3	NV	4	VT	1
CT	7	ME	2	NY	20	WA	7
DE	1	MI	43	OH	55	WI	44
FL	32	MN	27	OK	35	WV	1
GA	26	MO	67	OR	6	WY	1
IA	35	MS	9	PA	18	TOTAL	982

SOURCE

TRAVELINFORMATION.COM	96
TRAVELGUIDESFREE.COM	359
TEXAS MONTHLY	32
TELEPHONE	7
SOUTHERN LIVING	12
MIDWEST LIVING	359
EMAIL	117

BROCHURES	Nov-15	
INSIDERS GUIDE		965
CITY MAP		27
NATA GUIDE		3
CALENDAR		1
TRAILS MAP		20
ALE TRAIL PASSPORT		59
HIST WALK TOUR		25
CRYSTAL BRIDGES		3
WM MUSEUM		1
DRIVING TOUR		2
CLINTON HOUSE		
HISTORY		2
FARMERS MKT		1
BOT GARDENS		2
CLINTON HOUSE		2
NWA MALL		1
BEAVER LAKE		2
WAC SEASON		2
THEATRE SQUARED		1
MT MAGAZINE		1
ANDMRAIL		1
DEVILS DEN		1
TOTAL	1122	

APRIL - NOV 2015 FAYETTEVILLE VISITORS BUREAU

NUMBER OF BROCHURES MAILED:		
APRIL		2210
MAY		2224
JUNE		1623
JULY		1411
AUGUST		1928
SEPT		1796
OCT		1259
NOV		1122
TOTAL	13573	

Fayetteville Visitor's Center Sales Date Comparison

Department	11/1/2014 to 11/30/2014					11/1/2015 to 11/30/2015				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
Postcard	125	17.56	31.25	43.81	13.69	186	28.37	46.50	38.99	18.13
Local Food & Drink	130	287.09	542.29	47.06	255.20	102	191.55	317.76	39.72	126.21
Local Non-Food	52	137.10	517.47	73.51	380.37	73	131.37	2,422.43	94.58	2,291.06
Food Accessories	0	0.00	0.00	0.00	0.00	34	148.90	328.50	54.67	179.60
Razorback	71	261.99	547.55	52.15	285.56	33	189.85	429.38	55.79	239.53
Books	16	225.18	322.52	30.18	97.34	30	444.47	592.51	24.99	148.04
Consignment	6	74.00	114.00	35.09	40.00	26	375.52	492.42	23.74	116.90
Holiday	51	208.50	414.76	49.73	206.26	10	37.50	78.30	52.11	40.80
Accessories	2	8.00	16.00	50.00	8.00	5	19.15	40.25	52.42	21.10
Clothing	20	168.50	300.50	43.93	132.00	2	29.00	35.00	17.14	6.00
Jewelry	0	0.00	0.00	0.00	0.00	2	10.00	24.90	59.84	14.90
Vendor Fees	0	0.00	0.00	0.00	0.00	2	0.00	150.00	100.00	150.00
Shipping	0	0.00	0.00	0.00	0.00	1	0.00	8.00	100.00	8.00
	18	0.00	1,502.00	100.00	1,502.00	0	0.00	0.00	0.00	0.00
Fayettechill	1	15.00	30.00	50.00	15.00	0	0.00	0.00	0.00	0.00
Sili Pints	9	54.00	90.00	40.00	36.00	0	0.00	0.00	0.00	0.00
	501	1,456.92	4,428.34	67.10	2,971.42	506	1,605.68	4,965.95	67.67	3,360.27

Clinton House Museum Sales Date Comparison

Department	11/1/2014 to 11/30/2014					11/1/2015 to 11/30/2015				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
ACTION FIGURE	1	11.95	19.92	40.01	7.97	0	0.00	0.00	0.00	0.00
ADMISSION	129	0.00	803.00	100.00	803.00	276	0.00	1,674.00	100.00	1,674.00
BASEBALL	2	12.08	16.90	28.52	4.82	0	0.00	0.00	0.00	0.00
BOBBLEHEAD	0	0.00	0.00	0.00	0.00	2	22.12	33.90	34.75	11.78
BOOK	5	23.38	36.84	36.54	13.46	17	175.91	337.30	47.85	161.39
BUMPER STICKER	5	4.75	11.25	57.78	6.50	3	3.40	6.50	47.69	3.10
BUTTON	4	0.00	11.80	100.00	11.80	1	1.80	3.00	40.00	1.20
CARD	0	0.00	0.00	0.00	0.00	1	1.25	2.50	50.00	1.25
COOKIE CUTTER	5	3.58	8.75	59.09	5.17	0	0.00	0.00	0.00	0.00
DANA TIGER	0	0.00	0.00	0.00	0.00	1	0.01	10.00	99.90	9.99
DONATION	3	0.00	150.00	100.00	150.00	2	0.00	100.00	100.00	100.00
LICENSE PLATE	1	8.96	9.95	9.95	0.99	0	0.00	0.00	0.00	0.00
MAGNET	12	12.55	34.25	63.36	21.70	5	5.52	13.20	58.18	7.68
MUG	2	14.92	19.90	25.03	4.98	1	7.46	9.95	25.03	2.49
NECKLACE	0	0.00	0.00	0.00	0.00	1	2.11	3.00	29.67	0.89
PEN	1	3.57	5.95	40.00	2.38	0	0.00	0.00	0.00	0.00
PHOTO	1	1.50	2.50	40.00	1.00	0	0.00	0.00	0.00	0.00
PIN	3	8.28	11.90	30.42	3.62	1	5.37	10.95	50.96	5.58
PLACEMAT	2	7.44	9.98	25.45	2.54	0	0.00	0.00	0.00	0.00
PLATE	1	1.37	5.00	72.60	3.63	0	0.00	0.00	0.00	0.00
POSTCARD	45	11.25	30.50	63.11	19.25	33	8.25	16.50	50.00	8.25
SCARF	0	0.00	0.00	0.00	0.00	1	17.97	28.95	37.93	10.98
STICKER	6	0.60	6.00	90.00	5.40	1	0.60	1.00	40.00	0.40
TSHIRT	4	44.89	73.90	39.26	29.01	3	36.19	63.85	43.32	27.66
	232	171.07	1,268.29	86.51	1,097.22	349	287.96	2,314.60	87.56	2,026.64

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	855		11,000
Website	79	75	72	98	116	75	132	110	118	75	68		1,018
Web Downloads	52	59	111	74	80	89	195	149	134	126	109		1,178
Web Views	261	198	190	225	173	276	417	234	187	215	148		2,524
Total	666	1,058	880	1,861	1,985	1,569	2,023	1,471	1,737	1,290	1,180	0	15,720
BAR Searches													
Current Month	527	559	831	821	707	1,012	1,477	2,076	2,047	1,206	862		12125
Previous Year	334	334	488	661	625	769	921	871	1,128	502	283		6916
YOY % Change	+ 58 %	+ 67 %	+ 70 %	+ 24 %	+ 13 %	+ 32 %	+ 60 %	+ 138 %	+ 81 %	+ 140 %	+ 205 %	#DIV/0!	+ 75 %
Web Traffic													
Total Users	13,879	12,773	15,798	14,449	19,244	18,789	19,026	18,831	20,145	18,331	23,529		194,794
Previous Year	10,980	8,169	14,208	12,136	14,905	15,199	14,771	14,354	15,435	14,206	13,112		147,475
YOY % Change	+ 26 %	+ 56 %	+ 11 %	+ 19 %	+ 29 %	+ 24 %	+ 29 %	+ 31 %	+ 31 %	+ 29 %	+ 79 %	#DIV/0!	+ 32 %
Total Sessions	16,193	15,029	19,061	17,087	22,530	22,247	22,506	22,086	23,355	21,318	26,403		227,815
Previous Year	12,712	9,599	16,497	13,973	17,293	17,635	17,084	16,727	18,017	16,589	15,353		171,479
YOY % Change	+ 27 %	+ 57 %	+ 16 %	+ 22 %	+ 30 %	+ 26 %	+ 32 %	+ 32 %	+ 30 %	+ 29 %	+ 72 %	#DIV/0!	+ 33 %
Target States													
Arkansas	7,276	6,417	7,570	7,562	9,853	9,109	8,860	8,226	8,192	8,322	10,054		91,441
Previous Year	5,558	4,248	7,586	5,985	6,798	6,675	6,910	6,260	6,334	6,699	6,456		69,509
	31%	51%	0%	26%	45%	36%	28%	31%	29%	24%	56%		32%
Oklahoma	1,961	1,480	2,035	1,938	2,070	1,981	1,624	1,547	1,720	1,512	2,050		19,918
Previous Year	1,257	1,090	2,497	1,896	2,157	1,956	2,272	1,903	2,384	2,340	2,439		22,191
	56%	36%	-19%	2%	-4%	1%	-29%	-19%	-28%	-35%	-16%		-10%
Texas	1,147	1,277	1,833	1,769	2,985	3,680	4,119	4,339	4,699	4,136	4,918		34,902
Previous Year	1,502	839	1,274	1,034	1,320	1,722	1,829	1,411	1,428	1,387	1,095		14,841
	-24%	52%	44%	71%	126%	114%	125%	208%	229%	198%	349%		135%
Missouri	839	904	1,124	885	1,106	1158	1,186	1,165	1,618	1,285	2,272		13,542
Previous Year	780	541	878	701	782	841	876	841	868	640	654		8,402
	8%	67%	28%	26%	41%	38%	35%	39%	86%	101%	247%		61%
Tennessee	619	470	691	617	823	867	817	814	1,025	958	1,139		8,840
Previous Year	216	154	444	422	515	603	588	638	631	620	614		5,445
	187%	205%	56%	46%	60%	44%	39%	28%	62%	55%	86%		62%
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	11,415		157,956
Previous Year	8,344	6,510	10,658	9,319	11,572	11,714	11,722	11,403	10,978	11,576	11,056		114,852
YOY % Change	+ 54 %	+ 78 %	+ 38 %	+ 47 %	+ 41 %	+ 39 %	+ 39 %	+ 33 %	+ 38 %	+ 25 %	+ 3 %	#DIV/0!	+ 38 %
Paid Search Traffic													
Current Month	542	366	493	518	739	756	694	704	641	558	532		6,543
Previous Year	0	0	93	659	706	708	746	819	663	900	761		6,055
YOY % Change	n/a	n/a	+ 430 %	- 21 %	+ 5 %	+ 7 %	- 7 %	- 14 %	- 3 %	- 38 %	- 30 %		+ 7 %