

AGENDA
ADVERTISING AND PROMOTION COMMISSION

January 18, 2016

2:00 p.m.

Fayetteville Town Center

- I. Call to Order – Ching Mong**
- II. Election of Chairman for 2016**
- III. Approval of 2016 Budgets**
- IV. Reports**
 - A. Approval of the Minutes – December 2015**
 - B. Financial Report**
 - 1. HMR Revenues – Kym Hughes**
 - 2. Financial Statements – Sally Fisher**
 - 3. Approval of Financial Reports – Year End 2015**
 - 4. Delinquent tax collection efforts – Year End 2015**
 - C. Department Reports**
 - 1. Town Center – Sandra Bennett**
 - 2. Visitor Bureau – Kym Hughes**
 - 3. Clinton House Museum – Kym Hughes**
 - D. Agency Report – Mike Sells**
- V. Old Business –**
 - A. HR Consultant**
- VI. New Business**
- VII. Executive Session to Review Executive Director**
- VIII. Adjourn**

2015 Year in Review

Marketing and Advertising

At the request of the FVB and A&P Commission, several new goals were accomplished by the Sells Agency in 2015 — including creating a new advertising look and feel for Fayetteville A&P ads, increasing advertising messages, increasing digital advertising, producing and running new pre-roll TV spots in select markets, and increasing organic website traffic through improved SEO — all of which helped our efforts to increase tourism. From January through December 2015, we received 15,720 requests for our Insider's Guide. There was a 28% increase in requests over the 12,266 leads generated in 2014. That is good news indicating that things are back on the rise after the 10% decrease in the number of leads generated in 2013. Perhaps directly resulting from those efforts, the Welcome Center greeted over 14,567 visitors in 2015, which is up almost 10% from 2014.

Electronic and Social Media continue to grow. From May to December 2015, with the hiring of our new Digital Marketing Manager, our Experience Fayetteville Facebook page boasted an average weekly reach of over 58,000 viewers with an average engagement of more than 1,700 people. Our Instagram had a 100% increase from 4,400 to 8,800 followers.

During the 2015 calendar year, our website traffic grew around 31% with 244,717 total hits and 195,665 unique visitors (up 29%), over web stats in 2014. This significant growth in 2015 helped cover the 4% decrease in hits and unique visitors from 2014 vs. 2013.

Our continued commitment to work with the NWA region offered a great opportunity to partner on an ad in the Arkansas Parks and Tourism coffee table book. This co-op has presented both great state and national exposure. Another notable 2015 partnership was with the Fayetteville Chamber of Commerce on an ad in the new *celebrate Life in Northwest Arkansas*. This beautiful publication is used by regional corporations as a recruitment tool for drawing candidates to Northwest Arkansas. Cooperative sales efforts with the Arkansas A-Team on sponsorships at NASC, TEAMS, and ABA conferences continue to bring new leads and opportunities for potential new business in 2016.

Fayetteville participated, again this year, in the cooperative advertising program with Northwest Arkansas Tourism Association (nine cities/four counties in the region). These advertising partnerships allow us to extend our advertising efforts in a variety of magazines and multi-media strategies for limited dollars with a wider reach. With a \$10,000 total investment in NATA, we are able to garner an additional \$200,000 in marketing and advertising exposure.

Sales

The CVB Team attended 13 tradeshow and events in 10 states promoting Fayetteville as a meeting and convention destination, the best regional stop for group tour itineraries and the best location choice for hosting a sports event in Northwest Arkansas. These shows, in addition to a solid marketing and advertising strategy, are the foundation to bringing more meetings and events to Fayetteville in 2016.

Recognition

Being recognized by the industry and allowed to serve along with those working to make a difference in the industry is an honor. Kym Hughes has been elected to the Southeast Tourism Society Board of Directors as the Arkansas Co-Chair. She is privileged to serve along with Montine McNulty, Arkansas Hospitality Association Executive Director, and Joe David Rice, the Tourism Director of the Arkansas Dept. of Parks and Tourism. Hughes is also currently serving as the Vice-President of the newly formed NWA Film Commission. Hazel Hernandez completed the certification of Film Commission Fundamentals from the Association of Film Commissions International and serves on the NWA Film Commission Board. The CVB received a Southeast Tourism Society Shining Example Award for the best niche marketing for the Fayetteville Ale Trail in Arkansas, a project of the Fayetteville Visitors Bureau that promotes craft breweries.

Progress and Changes

The Fayetteville A&P Team has been instrumental as change agents for their positions, as well as the growth of the organization over the last year. It is an honor to work with the great talent and a group of people that asked for a change from the day I came on board. This smart and creative team has made suggestions, as well as accepted new opportunities to make our organization better in a number of areas. Here are a few:

A&P

Operations

- Identified areas that needed improvement in financial accountability. This is an area that needed more checks and balances. Many past purchases should have been made through invoicing and check for ease of accountability, but were often credit card charges. Historically, one person could approve the bills, handwrite checks, make deposits and be the single signature on those checks; procedures are now in place to avoid those practices.
- Discovered that there was not Directors and Officers Liability Insurance for the A&P and purchased a policy to implement coverage.
- Worked with the City Clerk's Office to get the 2007 – 2014 A&P Commission Packets from only hard copy to digital files, which are now available in the City archives as well as on the A&P archives.
- Worked with the Facilities Manager to update our phones and internet service. The old phones were no longer available and were not replaceable when they stopped working. Having direct dial lines makes our organization more efficient, as well as more professional. We can now transfer calls from the CVB to the Town Center.
- Updated the credit card procedures. Instead of a generic CVB card, each staff member has a CVB card with their name on it. This has made a remarkable change in the accountability of expenditures and receipts on file for purchases. A missing receipt form has been created in case a receipt is lost. Detailed receipts are now also required.
- Implemented a new employee evaluation form that measures performance on a numeric scale and sets goals for the upcoming year. This format has been complimented by the team members that were evaluated by a fill in the blank form in the past.
- Implemented a Payroll Change Request (PCR) form to add to the employee files that will keep records of staff pay changes.

- Secured the staff employee files in a locked cabinet and will have those files maintained digitally in the coming months.
- Hired a firm to conduct a destination Brand Development study to more accurately define our visitor profile and begin the rebranding process requested by the Commission in my original interview.
- Identified the MAP program for the Clinton House Museum. This free assessment program has the potential to help improve the organization, increase opportunities for collection stewardship and improve community engagement. I think the biggest asset is the opportunity to create a long term interpretative plan. These exercises should be easily linked to an opportunity to grow the CHM and paid museum attendance.

Fayetteville Town Center

Operations

- Installed loading ramp at the east loading dock.
- Installed ladder with handles at west loading dock for safety.
- Repaired and sealed front entry steps.
- Applied tinting to front windows to block visibility into building.
- Applied tinting to east windows to block light/heat.
- Installed banners on the entrance plaza lampposts to identify building.
- Applied logo onto front doors to help identify building.
- Leased new copiers with higher functionality and lower operational costs.
- Removed board table from Directors room resulting in increased rental of that space.
- Installed QuickBooks Online at Town Center to streamline revenue entry.
- Installed emergency lighting in restrooms and service alley.
- Proposed a five year maintenance plan to be proactive for Town Center upkeep.

Staffing

The Facilities Manager restructured Sales/Event staff to include

- Director of Sales – Corporate, University and Associations
- Director of Sales – Social, Non-Profit and Educational
- Event Management Coordinator – Corporate, University and Associations
- Event Management Coordinator – Social, Non-Profit and Educational

Facilities Manager was promoted to Operations Administrator, taking on operational duties throughout the organization.

Convention & Visitors Bureau

Operations

- Implemented weekly staff meetings to help encourage communications and create a network that keeps the team moving in the same direction.
- Contracted MailCo to handle our lead fulfillment, which has resulted in more professional and timely response and reporting.
- Assessed Info Trac (sales software system) and showed the sales staff how the system could assist them in the selling process.
- Partnered with Rogers CVB to split the cost of having Info Trac training on-site.

- Leased new copiers with higher functionality and lower operational costs.
- Hired part-time coverage for the Welcome Center to minimize staff scheduling issues.
- Cleaned loft space and added shelving to organize inventory and supplies.
- Hired the cleaning person at the Town Center to clean the CVB to remove those tasks from the staff work duties.

Staffing

Meeting with the staff early on revealed that some of the duties they performed were not suited to their positions or that there were duties they wanted to take on.

- Group Tour Market Manager – No longer handles bulk mail
No longer maintains postage permit and post office drop off
No longer orders office supplies
No longer gathers staff credit card receipts
- Special Events Manager – No longer handling First Thursday Operations
Took on Bikes, Blues and BBQ reservations that had previously handled by Sports Sales Manager
Founding member of NWA Film Commission
No longer responsible for billing and collection for banners
- Finance Manager – Now actually handles writing up all deposits
Researching past expenditures
Transitioned our system from QB desktop to QB On-line
Coding invoices to expense/class for Director approval
Tracking A&P funding and ensuring backup on all files
Creating better accountability and segregation of duties to promote transparency in financial reporting
Now has a system in place for banner billing and collections
- Sports / M&C Sales Manager – Combined positions
Changed focus to outgoing calls rather than incoming
Sending leads to all Fayetteville properties
Added M&C shows to sales efforts

Accolades

It is an honor to help promote Fayetteville and to tell our story. While we do not claim that our efforts garnered these rankings, we just want to share some of the great accolades Fayetteville received in 2015:

- Named one of the 25 best cities to retire, *Money Magazine*, 2015
- Ranked #23 out of the 200 best places for business and careers, *Forbes Magazine*, 2015
- Named one of the best places to live in America, *Men's Journal*, 2015
- 13th in best places to launch a small business, *CNN Money*, 2015
- #14 in job growth, *Forbes Magazine*, 2015
- Haas Hall Academy #1 among best high schools in the state, 175th nationally, *U.S. News and World Report*, 2015k

Advertising and Promotion Commission
Regular Meeting
December 21, 2015

Commissioners Present: Ching Mong, Matt Behrend, Tim Freeman, Robert Rhoades (arrived late), 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 2:06pm.

By-Laws

Attorney Vince Chadick – reviewed revisions made to by-laws which went into effect October 2015. The By-laws require Chairman Mong's signature and will be put on the Experience Fayetteville's website. They will be approved during January 2016 meeting.

Approval of Minutes

Commissioner Matthew Petty moved to approve the November 2015 minutes; seconded by Commissioner Adella Gray. Motion carried with a vote of 6:0. Robert Rhoades arrived late and not present to vote.

Approval of October Financials

Commissioner Petty moved to approve October financials; seconded by Chairman Mong. Motion carried with a vote of 6:0. Robert Rhoades was late and not present for this vote.

Financial Reports

Total HMR revenue \$281, 292.87 HMR collection, the check to A&P was \$281,317.87. HMR Tax collections show an increase of 9.67% YTD; 11.32% increase compared to November 2015.

Balance sheet

Total cash	\$650,773.13
Accounts Receivable	\$60,713.32
Due from other Funds.....	\$8,858.52
Prepaid Expenses	\$9,599.38
Prepaid Rebranding Fees	\$11,740.00

Inventory Assets

CVB	\$10,569.93
CHM	\$2,969.44
Total Investments	\$1,864,698.48
Total Current Assets	\$2,619,922.20
Total Assets	\$4,009,003.79
Accounts Payable	\$3,932.07

Payroll Liabilities\$7,391.56
 Due to Other Funds\$5,626.35 – City Account
 Unearned Revenue 2015\$14,111.38
 Unearned Revenue 2016\$100,407.36
 Net Revenue.....\$334,160.71

Consolidated Statement of Budget

Revenue

	2015		2014
Year to Date	\$3,471,951.00	vs.	\$3,114,548.00
Month to Date	\$358,910.00		\$338,071

Expenditures

Year to Date	\$3,139,809.00	vs.	\$3,229,576.00
Month to Date	\$273,960.00	vs.	\$147,616.00

Approval of financials

Commissioner Gray moved to approve the minutes, motion seconded by Commissioner Matt Behrend. Motion carried with a vote of 6:0. Robert Rhoades was late and not present for this vote.

City Attorney's Report

Collected \$50.00, closed 4 cases and currently have 23 open cases with the Prosecutors Office.

Departmental Reports

Town Center

Collections YTD show an increase of 10%; executed contracts an increase of 33%. The 2015 sales goal has been met. Melissa Green, Event Coordinator has given her notice and will be gone at the end of the month. Allegra Hanson has been hired and will start full time January 11, 2016.

Town Center was voted Cityscape's best Wedding Reception Venue 2015.

Operations Items

Doors

Original quote -\$1,600.00 first quote replacing doors, reusing original hardware.

New quote - \$5,926.00 replacing doors and more substantial hardware.

Commissioner Tim Freeman moved to replace doors with substantial hardware. Motion seconded by Commissioner Behrend. Motion carried with a vote of 7:0.

Town Center Report Cont.

Event Break Down

Social 20%, UA 20%, Corporate 32% and Non-Profit 28%

Visitors Bureau

Sales Leads

6 meetings, 1,659 attendees, value of \$1,081,999.

Definite Bookings

3 group tours, 109 attendees, value of \$13,465.00.

Completed meetings

2 groups, 44 attendees, value of \$10,377.00.

No lost business

Visitors Center

Sales Comparison

	<u>2015</u>	vs.	<u>2014</u>
Items sold	506		501
Total Extended Price	\$3,360.27		\$2,971.42

Clinton House

Sales Comparison

	<u>2015</u>	vs.	<u>2014</u>
Admission	276		129
Items sold	349		232
Total Extended Price	\$2,026.64		\$1,097.22

Sells Agency Report

Drew Finkbeiner reported on the 2015 results and highlights. Sessions and page views have increased. Social referrals and sessions by market both have increased.

Charlie Gocio previewed the new TV spot and the new 4 Insider's Guide covers. He also discussed the cycling team that Fayetteville will be sponsoring.

Executive Director Kym Hughes reviewed 2014 tourism numbers.

Old Business

No old business.

New Business

2016 Budget

Commission reviewed proposed budget presented by Kym Hughes, Executive Director. The Commission asked if a breakdown of all variances of 5% over/under be presented at the January meeting. The proposed budget for 2016 was tabled until January 2016 meeting. All requests for the 2016 budget can wait until after January Commission meeting. Commissioner Petty moved to table 2016 budget until January meeting, motion seconded by Commissioner Hanna Withers. Vote carried with a 7:0 vote.

Human Resource Management Company

Kym reported on outsourcing Human Resource firm to evaluate the staff, update the employee handbook and put standard Human Resource standards in place. Chairman Mong commented this would also protect the privacy of the employees. Commissioner Petty requested a budget proposal and formal description of deliverables before discussing the matter further.

Attorney Vince Chadick reviewed the updated by-laws.

Executive Session

Commissioner Behrend moved to go into Executive session to discuss Communications Manager, Jessi Leonard's resignation. The motion was seconded by Commissioner Time Freeman. Motion carried with a vote of 6:1.

4:30pm Chairman Mong called meeting to order following executive session. Commissioner Robert Rhoades stated that during executive session they discussed with Jessi Leonard reasons for resigning and asked if she would consider staying at the Visitors Bureau, but she had already accepted another position with the University.

Commissioner Grey moved to adjourn the meeting, Chairman Mong seconded the motion. Motioned carried with 7:0 vote.

Meeting adjourned 4:40 pm

Respectfully submitted,
Sandra Bennett
Operations Administrator

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

Current Year HMR Collected (2120.0912.4101.00)	\$ 260,996.63
Prior Year Collected (2120.0912.4101.01)	\$ 75.00
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 978.09
Total Revenues	<hr/> \$ 262,049.72
Annual Bond Audit Expense (2120.9120.5307.00)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (5,221.43)
Town Center Bond Payment (2120.9120.5739.00)	\$ (58,185.63)
2014 Property Taxes on Town Center (2120.9120.5345.00)	\$ -
Total Expenses	<hr/> \$ (63,407.06)
Total Check to A&P	<hr/> <hr/> \$ 198,642.66

***~ 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 **December** was **\$261,071.63**. This total includes previous month tax amounts. Please remember that the amount listed represents only 1/2 of the total revenue generated.

For November taxes collected in December - the Hotel/Motel collections were \$29,426.80. The restaurant collections for November that were collected in December were \$231,644.83.

Thanks!

Kristin Cavette

Revenue Accountant

City of Fayetteville

113 W. Mountain

Fayetteville, AR 72701

479-575-8287 phone

479-575-8273 fax

kcavette@fayetteville-ar.gov



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%	281,318	11.32%
December	\$208,518	210,064	0.74%	236,549	12.61%	261,072	10.37%
Total	\$ <u>\$2,522,008</u>	<u>\$2,633,805</u>	4.43%	<u>\$ 2,757,761</u>	4.71%	<u>\$3,052,221</u>	10.68%

Fayetteville A&P Commission

Balance Sheet

As of December 31, 2015

ASSETS

Current Assets

Cash

10000 CVB Cash in Register	100.00
10050 TC Cash on Hand	300.00
10100 CHM Cash In Register	100.00
10200 Arvest A&P General #4856	778.50
10300 1st Security A&P #8714	165,340.95
10400 1st Security Fayetteville TC	324,322.13
10500 1st Security Clinton House	28,326.04
10600 1st Security CVB # 8730	98,266.89
10700 Arvest Payroll Account #4636	<u>34,819.30</u>

Total Cash 652,353.81

11000 Accounts Receivable 74,763.74

11400 Due From Other Funds 2,659.62

11500 Prepaid Expenses 10,212.28

11501 Prepaid Rebranding Fees 11,740.00

12100 Inventory Asset - CVB 6,595.03

12150 Inventory Asset - CHM 3,229.24

13000 Investments 1,857,020.13

13100 Investments: Adjust to Market (2,640.33)

Total Investments 1,854,379.80

Total Current Assets 2,615,933.52

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 4,005,015.11

Fayetteville A&P Commission

Balance Sheet

As of December 31, 2015

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	4,219.95
23002 Colonial Life& Acc Ins. Payable	0.00
24000 Payroll Liabilities	5,807.65
24100 Employee Benefits Payable	0.00
24500 Due to Other Funds	5,226.43
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	0.00
24901 Unearned Revenue 2016	138,132.36
24950 Unearned Visitor Guide Revenue	1,500.00

Total Liabilities		154,886.39
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Equity

39005 Fund Balance	3,543,374.36
Net Revenue	306,754.36

Total Equity		3,850,128.72
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TOTAL LIABILITIES AND EQUITY		4,005,015.11
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Fayetteville A P Commission
Statement of Budget, Revenue and Expense
December YTD 2015

PRELIMINARY

CONSOLIDATED A & P COMMISSION

	2015	December 2015 Year-to-Date		2014	2015	December 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	2,775,419	3,029,117	2,717,974	(253,698)	216,366	260,997	236,449
40200 • PY Hotel, Motel, Restaurant Tax	0	0	23,104	39,787	(23,104)	0	75	100
40600 • Rental Income	427,061	427,061	449,213	455,794	(22,152)	32,150	27,111	89,362
40601 • Incidentals	47,978	47,978	48,773	55,422	(795)	2,010	2,515	0
40602 • Alcohol Sales	33,663	33,663	57,494	0	(23,831)	1,804	2,660	0
40700 • 1st Thursday Income	20,000	20,000	18,570	18,546	1,430	0	0	0
40800 • Other Income	200	200	12,728	29,404	(12,528)	50	0	68
41000 • Parking Revenue	16,936	16,936	14,270	10,895	2,666	3,890	1,596	(3,107)
41001 • Parking Lease	12,831	12,831	19,814	21,547	(6,983)	250	0	12,920
41200 • Gift Shop Sales	6,150	6,150	6,107	6,320	43	200	139	341
41300 • Visitor Store	32,000	32,000	30,588	39,003	1,412	2,000	5,345	6,762
41400 • Partership Income	4,000	4,000	4,855	2,125	(855)	0	2,755	0
41600 • Admission Revenue	13,150	13,150	17,720	15,004	(4,570)	350	1,153	657
41700 • Health Reimbursement	725	725	1,389	8,843	(664)	0	0	776
42000 • Special Projects	12,592	12,592	18,269	(1,465)	(5,677)	7,399	146	0
42600 • Interest Income Investments	11,850	11,850	12,856	11,698	(1,006)	960	978	1,299
42610 • Unrealized Gain / Loss	0	0	0	1,329	0	0	0	1,329
42800 • Interest Income Checking	3,044	3,044	2,999	2,431	45	246	320	181
42900 • Visitor Guide Ad Income	30,000	30,000	0	20,781	30,000	0	0	(1,200)
43200 • LOTO Income	18,600	18,600	10,125	5,605	8,475	600	450	555
98000 • Transfer In								
Total Revenue	3,466,199	3,466,199	3,777,991	3,461,043	(311,792)	268,275	306,240	346,492
Cost of Goods Sold								
50000 • CHM Gift Shop - COGS	0	0	(3,229)	3,285	3,229	0	(260)	0
50001 • CVB Store - COGS	0	0	4,925	18,830	(4,925)	0	3,975	3,494
Total Cost of Goods Sold	0	0	1,696	22,115	(1,696)	0	3,715	3,494
Gross Profit	3,466,199	3,466,199	3,776,295	3,438,928	(310,096)	268,275	302,525	342,998

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

CONSOLIDATED A & P COMMISSION

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	10,400	10,400	11,402	9,145	(1,002)	1,000	71	267
61500 • Credit Card Fees	9,154	9,154	10,094	8,822	(940)	529	877	1,293
62500 • Advertising & Marketing	526,000	526,000	609,835	426,404	(83,835)	50,000	18,383	109,924
62600 • Printing/Brochures	150,000	150,000	144,268	159,530	5,732	0	72,252	5,273
62700 • Website Update	12,000	12,000	8,825	6,000	3,175	1,000	2,740	1,000
63000 • Accounting & Legal Fees	6,000	6,000	4,510	1,727	1,490	500	1,229	380
63100 • Audit Expense	11,000	11,000	10,300	9,000	700	0	0	0
64000 • Office Expense	18,850	18,850	19,654	17,051	(804)	1,450	1,882	2,898
64100 • Visitor Store Expense	18,000	18,000	17,632	2,720	368	1,500	2,788	1,737
64150 • Clinton House Gift Shop	5,000	5,000	3,490	0	1,510	0	1,152	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	122,717	101,424	93,763	21,293	10,539	9,838	8,402
65501 • Simple IRA Match	21,523	21,523	14,678	13,418	6,845	2,474	1,282	1,741
66000 • Car Allowance	3,750	3,750	4,050	3,600	(300)	300	300	300
66500 • Telephone Expense / Internet	17,604	17,604	19,815	16,903	(2,211)	1,413	1,992	1,032
67000 • Postage & Shipping Expense	23,260	23,260	21,835	27,650	1,425	2,500	99	135
67100 • Tracking Software	24,100	24,100	25,831	4,672	(1,731)	0	5,852	0
68100 • Rent	12,000	12,000	12,000	12,000	0	0	0	0
68400 • Maintenance / Lawn	10,500	10,500	12,971	15,792	(2,471)	0	7,054	12,068
68500 • Repairs & Maintenance Expense	162,350	162,350	135,995	92,529	26,355	12,350	12,225	5,154
68600 • Peace Fountain Maintenance	7,500	7,500	10,579	2,899	(3,079)	625	487	259
68700 • Linens	28,524	28,524	25,866	27,179	2,658	2,377	1,689	4,062
69500 • Publication & Dues	15,395	15,395	15,178	13,647	217	0	612	39
70000 • Travel / Training Expense	69,901	69,901	63,068	57,404	6,833	4,194	6,205	4,889
70500 • Taxes & Licenses	7,385	7,385	20,073	17,815	(12,688)	184	1,466	4,668

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

CONSOLIDATED A & P COMMISSION

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 • Collections Expense	53,430	53,430	61,044	55,155	(7,614)	4,170	5,221	4,731
72000 • Payroll Tax Expense	57,669	57,669	48,464	44,934	9,205	5,780	4,099	5,064
72500 • Depreciation Expense	0	0	0	63,165	0	0	0	63,165
73000 • Convention Development	58,900	58,900	59,313	51,541	(413)	4,912	1,495	2,164
76500 • Contract Labor	48,800	48,800	64,284	64,561	(15,484)	5,120	4,908	6,846
77500 • Wages Expense	659,610	659,610	604,504	553,814	55,106	81,525	53,131	66,364
77600 • Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 • Electric Utilities	77,906	77,906	70,496	73,341	7,410	5,565	4,601	5,704
78100 • Gas Utility	13,401	13,401	14,668	11,614	(1,267)	2,097	1,247	2,092
78200 • Water Utility	10,366	10,366	10,258	10,278	108	735	894	729
78500 • Security	2,700	2,700	1,703	3,443	997	225	22	22
78600 • Airport Advertising	9,000	9,000	8,625	9,000	375	0	750	0
78700 • Minor Equipment	108,000	108,000	105,639	55,587	2,361	0	9,691	(50,681)
78800 • Airport Info Booth	4,800	4,800	3,600	3,100	1,200	0	0	400
94300 • LOTO Special Project	10,000	10,000	7,242	7,381	2,758	10,000	0	354
95000 • Misc. Special Projects - Other	267,148	267,148	250,834	909,553	16,314	7,399	33,473	52,211
95010 • 1st Thursday	21,000	21,000	20,348	23,886	652	0	0	50
95026 • Incidental Expenses	0	0	19,401	0	(19,401)	0	0	0
95027 • Alcohol & Bar Supply Purchases	0	0	34,742	0	(34,742)	0	1,165	0
96500 • Special Funding	0	0	0	0	0	0	0	0
97000 • Bond Payments - Town Center	746,556	746,556	742,528	620,517	4,028	62,213	58,186	62,213
97100 • Trustee Expense	6,000	6,000	0	4,500	6,000	0	0	0
99000 • Transfer Out								
Total Expenditures	3,466,199	3,466,199	3,469,537	3,616,520	(3,338)	282,676	329,358	386,949
Excess of Revenues Over/(Under) Expenditures	0	0	306,758	(177,592)	(306,758)	(14,401)	(26,833)	(43,951)

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

FAYETTEVILLE A & P

	2015	December 2015 Year-to-Date		2014	2015	December 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	2,775,419	3,029,117	2,717,974	(253,698)	216,366	260,997	236,449
40200 • PY Hotel, Motel, Restaurant Tax	0	0	23,104	39,787	(23,104)	0	75	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	7,407	(10,612)	0	0	(249)
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	8,843	(664)	0	0	776
42000 • Special Projects	0	0	0	0	0	0	0	0
42600 • Interest Income Investments	11,850	11,850	12,856	11,698	(1,006)	960	978	1,299
42610 • Unrealized Gain / Loss	0	0	0	1,329	0	0	0	1,329
42800 • Interest Income Checking	2,000	2,000	1,205	1,485	795	166	114	105
42900 • Visitor Guide Ad Income	30,000	30,000	0	20,781	30,000	0	0	(1,200)
43200 • LOTO Income	10,000	10,000	2,100	0	7,900	0	350	0
98000 • Transfer In	0	0	0	50,000	0	0	0	0
Total Revenue	2,829,994	2,829,994	3,080,383	2,859,304	(250,389)	217,492	262,514	238,609
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	2,829,994	3,080,383	2,859,304	(250,389)	217,492	262,514	238,609

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

FAYETTEVILLE A & P

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 • Signage-Tourism	10,400	10,400	11,335	9,145	(935)	1,000	71	267
61500 • Credit Card Fees	0	0	0	0	0	0	0	0
62500 • Advertising & Marketing	525,000	525,000	607,136	424,822	(82,136)	50,000	18,100	109,299
62600 • Printing/Brochures	150,000	150,000	143,665	159,530	6,335	0	72,252	5,273
62700 • Website Update	12,000	12,000	8,825	6,000	3,175	1,000	2,740	1,000
63000 • Accounting & Legal Fees	6,000	6,000	4,510	1,727	1,490	500	1,229	380
63100 • Audit Expense	11,000	11,000	10,300	9,000	700	0	0	0
64000 • Office Expense	2,400	2,400	2,975	1,961	(575)	200	231	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	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	8,861	8,445	24,350	416	703	680	2,058
65501 • Simple IRA Match	6,182	6,182	2,231	4,292	3,951	795	222	419
66000 • Car Allowance	3,750	3,750	4,050	3,600	(300)	300	300	300
66500 • Telephone Expense / Internet	0	0	0	85	0	0	0	0
67000 • Postage & Shipping Expense	23,000	23,000	21,737	27,215	1,263	2,500	99	89
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	6,834	15,217	2,666	0	6,834	12,068
68500 • Repairs & Maintenance Expense	75,000	75,000	52,180	11,984	22,820	6,250	2,181	0
68600 • Peace Fountain Maintenance	7,500	7,500	10,579	2,899	(3,079)	625	487	259
68700 • Linens	0	0	0	77	0	0	0	0
69500 • Publication & Dues	14,000	14,000	13,989	12,883	11	0	612	39
70000 • Travel / Training Expense	13,595	13,595	4,136	5,796	9,459	0	311	2,562
70500 • Taxes & Licenses	0	0	3,261	2,434	(3,261)	0	0	0

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

PRELIMINARY

FAYETTEVILLE A & P

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
71000 • Collections Expense	53,430	53,430	61,044	55,155	(7,614)	4,170	5,221	4,731
72000 • Payroll Tax Expense	11,786	11,786	11,360	12,894	426	872	901	862
72500 • Depreciation Expense	0	0	0	63,165	0	0	0	63,165
73000 • Convention Development	0	0	2,534	35	(2,534)	0	52	0
76500 • Contract Labor	0	0	0	5,088	0	0	0	0
77500 • Wages Expense	138,650	138,650	140,210	162,002	(1,560)	15,888	11,479	13,671
77600 • Relocation Expense	5,000	5,000	5,000	0	0	0	0	0
78000 • Electric Utilities	0	0	0	0	0	0	0	0
78100 • Gas Utility	0	0	0	0	0	0	0	0
78200 • Water Utilitiy	0	0	0	0	0	0	0	0
78500 • Security	0	0	0	0	0	0	0	0
78600 • Airport Advertising	9,000	9,000	8,625	9,000	375	0	750	0
78700 • Minor Equipment	100,000	100,000	101,147	54,157	(1,147)	0	9,691	(51,848)
78800 • Airport Info Booth	4,800	4,800	3,600	3,100	1,200	0	0	400
94300 • LOTO Special Project	10,000	10,000	732	354	9,268	10,000	0	354
95000 • Misc. Special Projects - Other	254,556	254,556	234,410	821,927	20,146	0	32,524	51,267
95010 • 1st Thursday	0	0	0	2,200	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	746,556	742,528	620,517	4,028	62,213	58,186	62,213
97100 • Trustee Expense	6,000	6,000	0	4,500	6,000	0	0	0
99000 • Transfer Out	599,028	599,028	315,000	115,000	284,028	0	0	0
Total Expenditures	2,829,994	2,829,994	2,556,338	2,663,591	273,656	157,016	225,153	278,873
Excess of Revenues Over/(Under) Expenditures	0	0	524,045	195,713	(524,045)	60,476	37,361	(40,264)

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

CLINTON HOUSE

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD 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)	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	200	250	460	(50)	50	0	10
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	6,150	6,107	6,320	43	200	139	341
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	13,150	17,720	15,004	(4,570)	350	1,153	657
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
42610 • Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 • Interest Income Checking	73	73	97	69	(24)	6	13	4
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	103,005	76,439	36,853	26,566	606	1,305	1,012
Cost of Goods Sold								
50000 • CHM Gift Shop - COGS	0	0	(3,229)	3,285	3,229	0	(260)	0
50001 • CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	(3,229)	3,285	3,229	0	(260)	0
Gross Profit	103,005	103,005	79,668	33,568	23,337	606	1,565	1,012

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

CLINTON HOUSE

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD 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	1,200	755	703	445	100	49	41
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	3,550	1,924	3,584	1,626	300	39	1,095
64100 • Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	5,000	5,000	3,490	0	1,510	0	1,152	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	8,139	7,915	8,648	224	703	680	1,168
65501 • Simple IRA Match	1,297	1,297	1,233	1,173	64	164	107	149
66000 • Car Allowance	0	0	0	0	0	0	0	0
66500 • Telephone Expense / Internet	1,270	1,270	1,498	1,259	(228)	105	129	105
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	6,137	575	(5,137)	0	220	0
68500 • Repairs & Maintenance Expense	1,500	1,500	700	162	800	0	0	0
68600 • Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 • Linens	0	0	0	0	0	0	0	0
69500 • Publication & Dues	210	210	210	210	0	0	0	0
70000 • Travel / Training Expense	2,000	2,000	1,085	821	915	0	0	363
70500 • Taxes & Licenses	1,200	1,200	529	561	671	100	53	57

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

CLINTON HOUSE

	2015	December 2015 Year-to-Date		2014	2015	December 2015 Month		2014
	Annual Budget	Budget	Actual	YTD 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	3,868	3,253	3,135	615	491	273	380
72500 • Depreciation Expense	0	0	0	0	0	0	0	0
73000 • Convention Development	0	0	0	1,083	0	0	0	56
76500 • Contract Labor	11,400	11,400	9,986	9,350	1,414	2,000	794	1,560
77500 • Wages Expense	43,015	43,015	41,112	39,095	1,903	5,461	3,568	4,964
77600 • Relocation Expense	0	0	0	0	0	0	0	0
78000 • Electric Utilities	1,483	1,483	1,272	1,175	211	100	82	157
78100 • Gas Utility	1,119	1,119	1,080	878	39	145	96	140
78200 • Water Utility	1,454	1,454	1,016	1,395	438	46	55	42
78500 • Security	300	300	263	263	37	25	22	22
78600 • Airport Advertising	0	0	0	0	0	0	0	0
78700 • Minor Equipment	2,000	2,000	980	1,167	1,020	0	0	1,167
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	730	1,306	(730)	0	79	0
95010 • 1st Thursday	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	103,005	97,168	88,543	5,837	9,740	7,398	11,466
Excess of Revenues Over/(Under) Expenditures	0	0	(17,500)	(54,975)	17,500	(9,134)	(5,833)	(10,454)

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

TOWN CENTER

	2015	December 2015 Year-to-Date		2014	2015	December 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	426,711	448,663	455,794	(21,952)	32,150	27,111	89,362
40601 - Incidentals	47,978	47,978	48,773	55,422	(795)	2,010	2,515	0
40602 - Alcohol Sales	33,663	33,663	57,494	0	(23,831)	1,804	2,660	0
40700 • 1st Thursday Income	0	0	0	0	0	0	0	0
40800 • Other Income	0	0	1,692	18,442	(1,692)	0	0	150
41000 • Parking Revenue	16,936	16,936	14,270	10,895	2,666	3,890	1,596	(3,107)
41001 • Parking Lease	12,831	12,831	19,814	21,547	(6,983)	250	0	12,920
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	12,592	16,554	(1,465)	(3,962)	7,399	146	0
42600 • Interest Income Investments	0	0	0	0	0	0	0	0
42610 • Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 • Interest Income Checking	721	721	1,182	722	(461)	54	143	54
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	551,432	608,442	561,357	(57,010)	47,557	34,171	99,379
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	551,432	608,442	561,357	(57,010)	47,557	34,171	99,379

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

TOWN CENTER

	2015	December 2015 Year-to-Date		2014	2015	December 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	5,814	8,131	6,266	(2,317)	229	655	1,068
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	5,400	8,761	5,940	(3,361)	450	647	1,360
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	40,695	38,373	28,626	2,322	3,515	3,399	2,504
65501 • Simple IRA Match	5,796	5,796	4,821	4,043	975	483	407	513
66000 • Car Allowance	0	0	0	0	0	0	0	0
66500 • Telephone Expense / Internet	7,684	7,684	7,174	7,419	510	658	661	401
67000 • Postage & Shipping Expense	260	260	15	0	245	0	0	0
67100 • Tracking Software	0	0	3,100	0	(3,100)	0	3,100	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	84,000	80,972	78,549	3,028	6,000	9,817	5,022
68600 • Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 • Linens	28,524	28,524	25,866	27,102	2,658	2,377	1,689	4,062
69500 • Publication & Dues	0	0	0	0	0	0	0	0
70000 • Travel / Training Expense	4,000	4,000	6,026	9,240	(2,026)	0	157	0
70500 • Taxes & Licenses	5,000	5,000	13,310	10,704	(8,310)	84	1,161	3,763

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

PRELIMINARY

TOWN CENTER

	2015	December 2015 Year-to-Date		2014	2015	December 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	17,246	15,075	14,301	2,171	1,318	1,265	1,798
72500 • Depreciation Expense	0	0	0	0	0	0	0	0
73000 • Convention Development	0	0	1,400	0	(1,400)	0	32	0
76500 • Contract Labor	37,400	37,400	54,298	48,715	(16,898)	3,120	4,114	5,286
77500 • Wages Expense	202,784	202,784	187,839	175,457	14,945	25,750	16,492	22,479
77600 • Relocation Expense	0	0	0	0	0	0	0	0
78000 • Electric Utilities	70,298	70,298	63,258	66,281	7,040	4,965	4,002	4,965
78100 • Gas Utility	12,282	12,282	13,588	10,736	(1,306)	1,952	1,151	1,952
78200 • Water Utility	8,257	8,257	8,635	8,255	(378)	639	784	639
78500 • Security	2,400	2,400	1,440	3,060	960	200	0	0
78600 • Airport Advertising	0	0	0	0	0	0	0	0
78700 • Minor Equipment	0	0	370	0	(370)	0	0	0
78800 • Airport Info Booth	0	0	0	0	0	0	0	0
94300 • LOTO Special Project	0	0	0	0	0	0	0	0
95000 • Misc. Special Projects - Other	12,592	12,592	15,153	85,268	(2,561)	7,399	870	944
95010 • 1st Thursday	0	0	0	0	0	0	0	0
95026 • Incidental Expenses	0	0	19,401	0	(19,401)	0	0	0
95027 • Alcohol & Bar Supply Purchases	0	0	34,742	0	(34,742)	0	1,165	
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	551,432	612,369	639,962	(60,937)	59,139	51,568	56,756
Excess of Revenues Over/(Under) Expenditures	0	0	(3,927)	(78,605)	3,927	(11,582)	(17,397)	42,623

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

PRELIMINARY

VISITOR CENTER

	2015	December 2015 Year-to-Date		2014	2015	December 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	18,570	18,546	1,430	0	0	0
40800 · Other Income	0	0	174	3,095	(174)	0	0	157
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	32,000	30,588	39,003	1,412	2,000	5,345	6,762
41400 · Partership Income	4,000	4,000	4,855	2,125	(855)	0	2,755	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
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	250	250	515	155	(265)	20	50	18
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	8,600	8,600	8,025	5,605	575	600	100	555
98000 · Transfer In	515,946	515,946	265,000	100,000	250,946	0	0	0
Total Revenue	580,796	580,796	327,727	168,529	253,069	2,620	8,250	7,492
Cost of Goods Sold								
50000 · CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 · CVB Store - COGS	0	0	4,925	18,830	(4,925)	0	3,975	3,494
Total Cost of Goods Sold	0	0	4,925	18,830	(4,925)	0	3,975	3,494
Gross Profit	580,796	580,796	322,802	149,699	257,994	2,620	4,275	3,998

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

VISITOR CENTER

	2015	December 2015 Year-to-Date		2014	2015	December 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	2,140	1,208	1,853	932	200	173	184
62500 • Advertising & Marketing	0	0	2,078	1,582	(2,078)	0	283	625
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	7,500	5,994	5,566	1,506	500	965	398
64100 • Visitor Store Expense	18,000	18,000	17,632	2,720	368	1,500	2,788	1,737
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	65,022	46,691	32,139	18,331	5,618	5,079	2,672
65501 • Simple IRA Match	8,248	8,248	6,393	3,910	1,855	1,032	546	660
66000 • Car Allowance	0	0	0	0	0	0	0	0
66500 • Telephone Expense / Internet	8,650	8,650	11,143	8,140	(2,493)	650	1,202	526
67000 • Postage & Shipping Expense	0	0	83	435	(83)	0	0	46
67100 • Tracking Software	24,100	24,100	22,242	4,672	1,858	0	2,752	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	1,850	2,143	1,834	(293)	100	227	132
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	0	0
70000 • Travel / Training Expense	50,306	50,306	51,821	41,547	(1,515)	4,194	5,737	1,964
70500 • Taxes & Licenses	1,185	1,185	2,973	4,116	(1,788)	0	252	848

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

PRELIMINARY

VISITOR CENTER

	2015	December 2015 Year-to-Date		2014	2015	December 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	24,769	18,776	14,604	5,993	3,099	1,660	2,024
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	58,900	58,900	55,379	50,423	3,521	4,912	1,411	2,108
76500 · Contract Labor	0	0	0	1,408	0	0	0	0
77500 · Wages Expense	275,161	275,161	235,343	177,260	39,818	34,426	21,592	25,250
77600 · Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	6,125	6,125	5,966	5,885	159	500	517	582
78100 · Gas Utility	0	0	0	0	0	0	0	0
78200 · Water Utility	655	655	607	628	48	50	55	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	0	0
95000 · Misc. Special Projects - Other	0	0	541	1,052	(541)	0	0	0
95010 · 1st Thursday	21,000	21,000	20,348	21,686	652	0	0	50
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	580,796	518,662	389,424	62,134	56,781	45,239	39,854
Excess of Revenues Over/(Under) Expenditures	0	0	(195,860)	(239,725)	195,860	(54,161)	(40,964)	(35,856)



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Patti Mulford
Paralegal

TO: Mayor Jordan
City Council
A&P Commissioners

CC: Casey Jones, City Prosecutor

FROM: Kit Williams, City Attorney

DATE: January 7, 2016

RE: Overdue HMR collection efforts

The City Prosecutor reported on 34 active Hotel, Motel and Restaurant overdue tax collection cases for December 2015 as shown on his attached report. Seven of these cases were closed. The City Prosecutor's Office collected **\$4,683.17** in overdue HMR taxes in December. The total collected in 2015 is **\$36,228.75**.

The total amount of overdue HMR taxes since I became Fayetteville City Attorney in 2001 and asked City Prosecutor Casey Jones to prosecute nonpayers of HMR taxes more vigorously now totals over \$890,000.00. With good help from the City's Accounting Department, our City Prosecutor's Office has collected **\$890,861.23** from businesses which collected these HMR taxes from their customers, but initially failed to remit them to the City for use by the A&P Commission and the City Parks Department. The City Prosecutor's Office accomplished this recovery of \$890,861.23 in customer payments with **no additional staff** for over a dozen years.

ANNUAL SUMMARIES

Overdue HMR Taxes Collected By City Prosecutor

2001 Enforcement measures changed. City Prosecutor asked to emphasize collection of overdue HMR taxes in August of 2001.

Fall 2001 through December 2002 slightly over	\$ 100,000.00
2003	\$ 53,000.00
2004	\$ 53,131.97
2005	\$ 67,127.44
2006	\$ 102,541.05
2007	\$ 48,748.73
2008	\$ 106,508.40
2009	\$ 71,341.64
2010	\$ 51,373.96
2011	\$ 47,080.19
2012	\$ 54,559.93
2013	\$ 43,992.88
2014	\$ 55,226.29
2015	<u>\$ 36,288.75</u>
TOTAL	\$ 890,861.23

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: *January 4, 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: \$4,683.17;*
2. *Closed 7 cases and*
3. *Currently 34 open cases with the Prosecutors Office.*

Fayetteville Town Center, Manager's Activity Report

December 1, 2015 – December 31, 2015

	December 2014 (base)	December 2015	Month % Change	YTD 2014	YTD 2015	YTD % Change
Sales (# returned contracts by log date – GL)	19	13	(32%)	168	171	2%
Complete Events (Paid/Sponsored)	25	25	0%	252	280	11%
Sales (\$ returned contracts by log date – GL)	\$49,296.51	\$31,100.00	(37%)	\$418,253.01	\$415,312.31	(.7%)
Collections ** (\$ - Payment Log)	\$69,888.49	\$43,615.71	(38%)	\$530,486.81	\$530,787.46	.05%
Executed Contracts	\$27,450.00	\$36,300.00	32%	\$456,959.51	\$606,135.40	33%
Average per event (\$ Sales / # Sales)	\$2,594.55	\$2,392.31	(8%)	\$1,380.37	\$2,428.73	76%

Operations Items

- General Maintenance

Event Coordination

The Little Craft Show
New Life Church
Habitat for Humanity

UA Athletic Department
UA Football Banquet
Last Night 2015

Event List

December 1 – NWA Open Space Planning
December 2 – Carol of the Greeks
December 3 – The Little Craft Show
December 4 – The Little Craft Show
December 5 – The Little Craft Show
December 6 – New Life Church
December 7 – Brothers Under Christ
December 8 – Bailey Party
December 10 – Armicontractors
December 10 – Veterans Administration
December 11 – Habitat for Humanity
December 12 – Car Club Party
December 13 – New Life Church
December 14 – Film Commission Meeting

December 14 – Multi-Craft Party
December 15 – Arvest Party
December 17 – UA Athletic Department
December 18 – UA Football Banquet
December 20 – New Life Church
December 20 – Restoration Church
December 22 – New Life Church
December 23 – New Life Church
December 27 – New Life Church
December 30 – Last Night
December 31 – Last Night

Event Breakdown

Corporate –20%

Social –20%

UA -16%

NP-40%

Community-4%

Sales Leads By Sales Manager

COLLIN

December 2015

	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
Fayetteville High School	02/05/2016	12/31/2015	500	120	360	247,060
Lady Dawg Invitational	02/08/2016					
UA Track and Field	02/24/2016	01/15/2016	1,500	250	1,000	926,475
2016 SEC Indoor Track Championships	02/28/2016					
AAO	03/04/2016	12/31/2015	250	75	150	92,648
Banshees Big Event	03/06/2016					
Bates Marketing & Events, Inc	05/24/2016	12/31/2015	150	100	300	74,118
UAMS Conference 2016	05/27/2016					
Arkansas Optometric Association	10/07/2016	01/31/2016	200	43	86	74,118
	10/09/2016					
Arkansas Physical Therapy Association	09/22/2017	12/31/2015	125	25	45	46,324
OPTimize Conference and Exhibition 2017	09/24/2017					
Sub-Total for December	6 Meetings		2,725		1,941	\$1,460,742
Sub-Total for COLLIN	6 Meetings		2,725		1,941	\$1,460,742
GRAND TOTAL	6 Meetings		2,725		1,941	\$1,460,742

Definite Bookings By Sales Manager

COLLIN

December 2015

UA Track and Field
2016 SEC Indoor Track Championships

Bates Marketing & Events, Inc
UAMS Conference 2016

Arkansas Physical Therapy Association
OPTimize Conference and Exhibition 2017

	Meeting Dates	Attnd	Peak	Rooms	\$ Value
	02/24/2016	1,500			926,475
	02/28/2016				
	05/24/2016	150			74,118
	05/27/2016				
	09/22/2017	125			46,324
	09/24/2017				
Sub-Total for December	<u>3</u>	<u>1,775</u>			<u>\$1,046,917</u>
Sub-Total for COLLIN	<u>3</u>	<u>1,775</u>			<u>\$1,046,917</u>
GRAND TOTAL	<u>3</u>	<u>1,775</u>			<u>\$1,046,917</u>

Lost Business By Sales Manager

COLLIN

December 2015

	Meeting Dates	Attend	Peak	Rooms	\$ Value
General Board of Pension and Health Benefits of the United Methodist Church	02/01/2016	200	200	400	74,118
Clergy Benefits Academy	02/03/2016				
Sub-Total for December	1 Meetings	200		400	\$74,118
Sub-Total for COLLIN	1 Meetings	200		400	\$74,118
GRAND TOTAL	1 Meetings	200		400	\$74,118

Completions by Meeting Date

Rep	Meeting Dates	Completion	Attend	Peak	Block Pickup	\$ Value
Total for	Groups		Blocked Picked Up % Picked Up		0.00%	
Total for	Groups		Blocked Picked Up % Picked Up		0.00%	

December

December 2015

548 TOTAL Brochures Mailed

insiders guides	286
city map	12
motorcycle guides	200
trails map	11
ale trail passports	31
historic walking tour	8

304 TOTAL mailouts

Source:

email	12
Midwest Living	94
Southern Living	5
Telephone	28
Travelguidesfree.com	130
travelinformation.com	35

Information by state:

FOREIGN	5	KS	11	OH	15
AL	3	KY	4	OK	7
AR	29	LA	8	OR	2
AZ	2	MA	2	PA	6
CA	17	MD	3	PR	1
CO	3	ME	2	RI	1
CT	3	MI	18	SC	4
DE	1	MN	13	TN	6
FL	9	MO	21	TX	15
GA	4	MS	3	UT	1
HI	2	NC	15	VA	7
IA	5	NJ	3	WA	3
ID	1	NM	2	WI	4
IL	21	NV	4		
IN	11	NY	7	TOTAL	304

Fayetteville Visitor's Center
Sales Date Comparison

Department	12/1/2014 to 12/31/2014					12/1/2015 to 12/31/2015				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
Jewelry	0	0.00	0.00	0.00	0.00	2	10.00	25.90	61.39	15.90
Souvenirs	0	0.00	0.00	0.00	0.00	6	15.00	31.88	52.95	16.88
Food Accessories	0	0.00	0.00	0.00	0.00	34	164.00	354.88	53.79	190.88
Fayettechill	1	15.00	30.00	50.00	15.00	0	0.00	0.00	0.00	0.00
Accessories	1	6.50	13.00	50.00	6.50	7	80.39	163.90	50.95	83.51
	7	0.00	567.27	100.00	567.27	0	0.00	0.00	0.00	0.00
Sili Pints	8	48.00	80.00	40.00	32.00	15	90.00	140.00	35.71	50.00
Consignment	10	108.99	194.99	44.10	86.00	60	775.95	866.00	10.40	90.05
Clothing	18	165.25	322.00	48.68	156.75	0	0.00	0.00	0.00	0.00
Books	37	529.17	752.37	29.67	223.20	22	331.00	433.97	23.73	102.97
Razorback	102	511.12	949.61	46.18	438.49	74	479.40	990.83	51.62	511.43
Local Non-Food	126	370.90	724.28	48.79	353.38	71	322.97	652.49	50.50	329.52
Holiday	188	589.46	1,072.89	45.06	483.43	60	131.10	310.48	57.78	179.38
Postcard	204	29.10	50.95	42.89	21.85	186	26.89	53.25	49.50	26.36
Local Food & Drink	229	546.78	994.46	45.02	447.68	223	573.99	917.66	37.45	343.67
	931	2,920.27	5,751.82	49.23	2,831.55	760	3,000.69	4,941.24	39.27	1,940.55

01/07/16

6:22 PM

Clinton House Museum

Sales Date Comparison

Department	12/1/2014 to 12/31/2014					12/1/2015 to 12/31/2015				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Mar...	Qty Sold	Ext Cost	Ext Price	Margin %	Total Mar...
ADMISSION	106	0.00	705.00	100.00	705.00	201	0.00	1,161.00	100.00	1,161.00
BOBBLEHEAD	1	9.00	16.95	46.90	7.95	0	0.00	0.00	0.00	0.00
BOOK	2	1.46	10.00	85.40	8.54	4	11.35	22.84	50.31	11.49
BUMPER STICKER	1	0.95	2.25	57.78	1.30	2	1.90	4.50	57.78	2.60
COOKIE CUTTER	7	4.90	12.25	60.00	7.35	3	2.14	5.25	59.24	3.11
FANDEX	0	0.00	0.00	0.00	0.00	2	13.14	21.90	40.00	8.76
FIGURINE	2	11.94	19.90	40.00	7.96	0	0.00	0.00	0.00	0.00
MAGNET	22	25.04	66.40	62.29	41.36	7	7.00	21.00	66.67	14.00
MUG	2	14.92	19.90	25.03	4.98	0	0.00	0.00	0.00	0.00
OUTFIT	1	9.82	15.95	38.43	6.13	0	0.00	0.00	0.00	0.00
PIN	1	2.95	3.95	25.32	1.00	0	0.00	0.00	0.00	0.00
PLACEMAT	3	11.16	14.97	25.45	3.81	0	0.00	0.00	0.00	0.00
POSTCARD	19	4.75	9.50	50.00	4.75	11	2.75	5.50	50.00	2.75
POSTER	1	2.37	3.95	40.00	1.58	0	0.00	0.00	0.00	0.00
PUZZLE	1	7.77	12.95	40.00	5.18	1	7.77	12.95	40.00	5.18
STICKER	1	0.15	1.00	85.00	0.85	0	0.00	0.00	0.00	0.00
THIMBLE	1	0.00	4.95	100.00	4.95	0	0.00	0.00	0.00	0.00
TOY	1	1.80	3.00	40.00	1.20	0	0.00	0.00	0.00	0.00
TSHIRT	5	49.47	90.80	45.52	41.33	2	17.90	32.95	45.68	15.05
	177	158.45	1,013.67	84.37	855.22	233	63.95	1,287.89	95.03	1,223.94

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	286	11,286
Website	79	75	72	98	116	75	132	110	118	75	68	46	1,064
Web Downloads	52	59	111	74	80	89	195	149	134	126	109	70	1,248
Web Views	261	198	190	225	173	276	417	234	187	215	148	68	2,592
Total	666	1,058	880	1,861	1,985	1,569	2,023	1,471	1,737	1,290	1,180	470	16,190
BAR Searches													
Current Month	527	559	831	821	707	1,012	1,477	2,076	2,047	1,206	862	767	12892
Previous Year	334	334	488	661	625	769	921	871	1,128	502	283	264	7180
YOY % Change	+ 58 %	+ 67 %	+ 70 %	+ 24 %	+ 13 %	+ 32 %	+ 60 %	+ 138 %	+ 81 %	+ 140 %	+ 205 %	+ 191 %	+ 80 %
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	14,822	209,616
Previous Year	10,980	8,169	14,208	12,136	14,905	15,199	14,771	14,354	15,435	14,206	13,112	12,977	160,452
YOY % Change	+ 26 %	+ 56 %	+ 11 %	+ 19 %	+ 29 %	+ 24 %	+ 29 %	+ 31 %	+ 31 %	+ 29 %	+ 79 %	+ 14 %	+ 31 %
Total Sessions	16,193	15,029	19,061	17,087	22,530	22,247	22,506	22,086	23,355	21,318	26,403	16,903	244,718
Previous Year	12,712	9,599	16,497	13,973	17,293	17,635	17,084	16,727	18,017	16,589	15,353	15,035	186,514
YOY % Change	+ 27 %	+ 57 %	+ 16 %	+ 22 %	+ 30 %	+ 26 %	+ 32 %	+ 32 %	+ 30 %	+ 29 %	+ 72 %	+ 12 %	+ 31 %
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	8,045	99,486
Previous Year	5,558	4,248	7,586	5,985	6,798	6,675	6,910	6,260	6,334	6,699	6,456	6,833	76,342
	31%	51%	0%	26%	45%	36%	28%	31%	29%	24%	56%	18%	30%
Oklahoma	1,961	1,480	2,035	1,938	2,070	1,981	1,624	1,547	1,720	1,512	2,050	1,120	21,038
Previous Year	1,257	1,090	2,497	1,896	2,157	1,956	2,272	1,903	2,384	2,340	2,439	2,072	24,263
	56%	36%	-19%	2%	-4%	1%	-29%	-19%	-28%	-35%	-16%	-46%	-13%
Texas	1,147	1,277	1,833	1,769	2,985	3,680	4,119	4,339	4,699	4,136	4,918	2,875	37,777
Previous Year	1,502	839	1,274	1,034	1,320	1,722	1,829	1,411	1,428	1,387	1,095	936	15,777
	-24%	52%	44%	71%	126%	114%	125%	208%	229%	198%	349%	207%	139%
Missouri	839	904	1,124	885	1,106	1158	1,186	1,165	1,618	1,285	2,272	711	14,253
Previous Year	780	541	878	701	782	841	876	841	868	640	654	638	9,040
	8%	67%	28%	26%	41%	38%	35%	39%	86%	101%	247%	11%	58%
Tennessee	619	470	691	617	823	867	817	814	1,025	958	1,139	617	9,457
Previous Year	216	154	444	422	515	603	588	638	631	620	614	511	5,956
	187%	205%	56%	46%	60%	44%	39%	28%	62%	55%	86%	21%	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	11,415	10,968	168,924
Previous Year	8,344	6,510	10,658	9,319	11,572	11,714	11,722	11,403	10,978	11,576	11,056	11,564	126,416
YOY % Change	+ 54 %	+ 78 %	+ 38 %	+ 47 %	+ 41 %	+ 39 %	+ 39 %	+ 33 %	+ 38 %	+ 25 %	+ 3 %	- 5 %	+ 34 %
Paid Search Traffic													
Current Month	542	366	493	518	739	756	694	704	641	558	532	595	7,138
Previous Year	0	0	93	659	706	708	746	819	663	900	761	686	6,741
YOY % Change	n/a	n/a	+ 430 %	- 21 %	+ 5 %	+ 7 %	- 7 %	- 14 %	- 3 %	- 38 %	- 30 %	- 13 %	+ 6 %