

ADVERTISING AND PROMOTION COMMISSION

March 21, 2016

2:00pm

Location: Fayetteville Town Center, Director's Room
15 West Mountain Street, Fayetteville, Arkansas

Members: Matthew Petty, Chairman; Matt Behrend; Tim Freeman; Adella Gray; Ching Mong; Robert Rhoads; Hannah Withers

Staff: Kym Hughes, Executive Director

A. Call to Order

B. Commission Applicant Interviews

1. Tim Freeman 2:00pm
2. Sarah Farnet 2:10pm
3. Ike Peters 2:20pm

C. Consent Agenda

1. Approval of the Minutes – February 2016

D. Old Business

E. New Business

1. A&P Payroll Transition Request
2. Nomination of commission applicant

F. Reports

1. Fall funding update – redemption of certain awards
2. Visitor survey and focus group results
3. HMR revenues
4. Financial statements

G. Urgent Business

H. Announcements

RECEIVED

FEB 26 2016

CITY OF FAYETTEVILLE
CITY CLERKS OFFICE

City of Fayetteville Application Form
For appointment to City Boards, Commissions, and Committees

Name: SARAH FARNET Employer Name/ Occupation: STAR SHOPPER - VP

Resident Street Address: 2799 Centerwood City: Fayetteville State: AR Zip Code: 72703

Mailing Address: PO Box 1727 City: Fayetteville State: AR Zip Code: 72702

Home phone #: 479-856-8841 Business phone: 479-521-6873 Email Address: s.farnet@me.com

Choice of Committee: Advertising & Promotion Committee Position: _____ City of Fayetteville Length of Residency: 45 years

Are you a Fayetteville registered voter? Yes No

1. What are your qualifications for serving on this committee, including education and experience in the subject matter?

Worked for years in advertising at the Star Shopper
aFORT SMITH FORT SMITH FORT SMITH FORT SMITH FORT SMITH FORT SMITH FORT SMITH FORT SMITH FORT SMITH

2. Why would you like to be considered for appointment to this committee?

More involvement in our community.

References:

Name: Angela Harrison Address: 1005 Bonnie Lane Fayetteville Phone: 841-4111

Name: Bill Rohrbach Address: 3280 Old Missouri Fayetteville Phone: 444-8060

How did you hear about the opening(s)? NWA Democrat Gazette Facebook Fayetteville-ar.gov
Government Channel Chamber of Commerce Other

State statute §21-8-701 (a) requires the following persons shall file a written Statement of Financial Interest. The Statement of Financial Interest for the previous calendar year shall be filed by January 31st of each year by the following boards or commissions: Advertising and Promotion Commission, Airport Board, Civil Service Commission, Planning Commission, Research Park Authority Board, Utility Board, or Water or Sewer Board.

If you are applying for the Planning Commission you must also complete and submit a Real Estate Holdings Form which may be obtained on our website at www.fayetteville-ar.gov

If you have any questions you may contact the City Clerk office at 479-575-8323 or by email clerk@fayetteville-ar.gov

Office Use Only:
Term Begins: _____ Appointed: _____
Term Expires: _____ Replaced: _____
Terminated: _____ Resigned: _____



RECEIVED

FEB 19 2016

City of Fayetteville Application Form
For appointment to City Boards, Commissions, and Committees

CITY OF FAYETTEVILLE
CITY CLERK'S OFFICE

Tim Freeman
Name
United Hotel Management - Hotel Management
Employer Name/ Occupation

1254 N. Maxwell Dr. Fayetteville AR 72703
Resident Street Address City State Zip Code

Same
Mailing Address City State Zip Code

479-466-4629 Same tim.freeman@unitedhm.com
Home phone # Business phone Email Address

AtP Commission Commissioner 14 Years
Choice of Committee Position City of Fayetteville Length of Residency

Are you a Fayetteville registered voter? Yes [X] No []

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?

I have been working in tourism or with visitors my entire adult life. I have both operated hotels and worked in sales and marketing for years directly with many visitors and group leaders. I understand their need and why they chose one destination over another.

2. Why would you like to be considered for appointment to this committee?

I care deeply about the city of Fayetteville. I chose to relocate my business back to Fayetteville 3 years ago because I firmly believe that this town is the most dynamic, amazing place in this part of the country, and I want to help share it with visitors from all over.

References:

Narry Krushiker 1254 N. Shiloh Dr. Fayetteville, AR 72704 479-879-6995
Name Address Phone

David Whitaker 717 N. Lewis Ave, Fayetteville, AR 72701 479-575-0349
Name Address Phone

How did you hear about the opening(s)? NWA Democrat Gazette [] Facebook [] Fayetteville-ar.gov []
Government Channel [] Chamber of Commerce [] Other [X] It is my current seat

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Table with 2 columns: Office Use Only, Appointed, Replaced, Resigned. Rows: Term Begins, Term Expires, Terminated.



RECEIVED

FEB 04 2016

City of Fayetteville Application Form
For appointment to City Boards, Commissions, and Committees

CITY OF FAYETTEVILLE
CITY CLERK'S OFFICE

IKE PETERS

SAATCHI & SAATCHI X / SENIOR COPYWRITER

Name

Employer Name/ Occupation

2642 E COPPER OAKS PLZ

FAYETTEVILLE

AR

72703

Resident Street Address

City

State

Zip Code

SAME AS ABOVE

Mailing Address

City

State

Zip Code

713-382-4452

479-872-5718

IKEPETERS45@GMAIL.COM

Home phone #

Business phone

Email Address

ADVERTISING & PROMOTION COMMISSION

VOLUNTEER

4 MONTHS

Choice of Committee

Position

City of Fayetteville Length of Residency

Are you a Fayetteville registered voter? Yes



No



(form is filled & on the way)

Confirmed w/ County Clerk

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?

IN ADDITION TO MY 5+ YEARS IN ADVERTISING, I'VE WORKED ON CAMPAIGNS FOR BOTH

AR PARKS & TOURISM AND HOT SPRINGS NATIONAL PARK WHEN I WAS A COPYWRITER & SOCIAL MEDIA MANAGER AT CSRW IN LITTLE ROCK.

2. Why would you like to be considered for appointment to this committee?

I'M EAGER TO USE MY CREATIVITY & EXPERTISE TO HEIGHTEN THE CITY I NOW CALL

HOME!

References:

MAURIAH BEEZLEY

1323 W. EMMA AVE, SPRINGDALE, AR 72764

479-381-7760

Name

Address

Phone

ANNIE HOLMAN-KRATKIEWICZ

23 DEERBERRY FOREST CIRCLE, LITTLE ROCK, AR 72211

479-790-1927

Name

Address

Phone

How did you hear about the opening(s)? NWA Democrat Gazette



Facebook



Fayetteville-ar.gov



Government Channel



Chamber of Commerce



Other



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Replaced: _____

Terminated: _____

Resigned: _____



**Advertising and Promotion Commission
Re-Scheduled January Meeting
February 1, 2016**

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, Sandra Bennett

Call to Order

Chairman Ching Mong called the meeting of the Fayetteville Advertising and Promotion Commission to order on February 1, 2016 at 2:07 pm.

Election of Commission Chair

Chairman Ching Mong announced he would be stepping down from his position as chairman. Mong recommended Matthew Petty as his successor. Commissioner Robert Rhoades nominated Commissioner Matthew Petty, seconded by Commissioner Matthew Behrend. Motion carried with a vote of 7:0.

Approval of 2016 Budget

After reviewing the proposed budget, Chairman Petty proposed an amendment to the advertising request. Chairman Petty moved to use \$105,000.00 of the increase in advertising as a line item for a funding stream for visual arts projects such as the Unexpected Art Project in Fort Smith. Motion was seconded by Commissioner Withers. After discussion with the Sells Agency, motion was carried with a vote of 7:0.

Citizen Marilyn Heifner asked that the Clinton House Garden budget be increased. Commissioner Behrend moved to increase the maintenance/lawn budget from \$4,000.00 to \$10,000.00; a \$6,000.00 increase, motion seconded by Commissioner Tim Freeman. Motion carried with a vote of 7:0.

Commissioner Freeman moved to approve the 2016 Budget, motion seconded by Commissioner Withers. Motion carried with a vote of 7:0.

Approval of Minutes

Commissioner Ching Mong moved to approve the December 2015 minutes; seconded by Commissioner Behrend. Motion carried with a vote of 7:0.

Financial Reports

Total HMR revenue \$261,071.63, the check to A&P was \$198,642.66. HMR Tax collections show an increase of 10.68% YTD; 10.37% increase compared to December 2014. There was a total of 10.68% increase over 2014.

Balance sheet

Total cash	\$652,353.81
Accounts Receivable	\$74,763.74
Due from other Funds.....	\$2,659.62
Prepaid Expenses	\$10,212.28
Prepaid Rebranding Fees	\$11,740.00

Inventory Assets

CVB	\$6,595.03
CHM	\$3,229.24
Total Investments	\$1,854,379.80
Total Current Assets	\$2,615,933.52
Total Assets	\$4,005,015.11
Accounts Payable	\$4,219.95
Payroll Liabilities	\$5,807.65
Due to Other Funds	\$5,226.43 – City Account
Unearned Revenue 2016	\$138,132.36
Unearned Visitor Guide Revenue	\$1,500.00
Net Revenue.....	\$306,754.36

Consolidated Statement of Budget

Revenue

	2015		2014
Year to Date	\$3,777,991.00	vs.	\$3,461,043.00
Month to Date	\$306,240.00		\$346,492.00

Expenditures

Year to Date	\$3,469,537.00	vs.	\$3,616,520.00
Month to Date	\$329,358.00	vs.	\$386,949.00

Approval of financials

Commissioner Freeman moved to approve the financials, motion seconded by Commissioner Robert Rhoades. Motion carried with a vote of 7:0.

City Attorney’s Report

Collected \$4,683.17 in December, closed 7 cases; currently 34 open. Total collected in 2015 is \$36,228.75.

Departmental Reports

Town Center

Average per event shows an increase of 75% compared to December 2014. Events in December included Little Craft Show and Last Night, an A&P funding recipient. Event breakdown 20% corporate, 20% social, 16% university, 40% non-profit and 4% community.

Visitors Bureau

Sales Leads

6 meetings, 2,725 attendees, rooms 1,941 and value of \$1,460,742.00.

Definite Bookings

3 meetings, 1,775 attendees and value of \$1,046,917.00.

Lost Business

1 meetings, 200 attendees and value of \$74,118.00

No Completed Meetings

Visitors Center

Sales Comparison

	<u>2015</u>	vs.	<u>2014</u>
Items sold	760		931
Total Extended Price	\$4,941.24		\$5,751.82
Percent Margin	39.27%		49.23%

Clinton House

Sales Comparison

	<u>2015</u>	vs.	<u>2014</u>
Admission	201		106
Items sold	233		177
Total Extended Price	\$1,287.98		\$1,013.67

Old Business

Proposal to hire a Human Resource consultant. Commission discussed options from CK Harp & Associates and SPMI. The purpose of this proposal is to provide services such as updating the employee handbook, representing unemployment claims and dealing with any human resource issues within the organization. Executive Director, Kym Hughes recommended SPMI, Option 2A.

Commissioner Mong moved to hire SPMI, Option 2A to provide Human Resource services for the organization, motion was seconded by Commissioner Gray. Motion carried with a vote of 7:0.

Special Funding Request

All Sports Productions requested \$25,000.00 for the Joe Martin Stage race. This funding would place the race on the national race calendar which may result in more sponsorships. Commissioners reviewed the request. Commissioner Mong moved to provide \$25,000.00 funding for Joe Martin Stage race, motion was seconded by Commissioner Behrend. Motion carried with a vote of 7:0.

Arkansas Athletes Outreach

AAO is requesting \$10,000.00 to continue annual sponsorship and for 2016 tournaments. Commissioner Freeman moved to provide \$10,000.00, motion seconded by Commissioner Gray. Motion carried with a vote of 7:0.

No New Business

Executive Session

Commissioner Freeman moved to go into Executive Session to discuss the performance of the Executive Director. The motion was seconded by Commissioner Gray. Motion carried with a vote of 7:0.

3:05 pm Chairman Petty called the meeting to order following Executive Session. Chairman Petty reported there is no business to address at this time, the commission plans to conduct another review in 90 days.

Chairman Petty adjourned the meeting at 3:08 pm.

Respectfully submitted,
Sandra Bennett
Operations Administrator

Memo

To: Members, Advertising and Promotion Commission

From: Kym Hughes, Executive Director

cc: Matthew Petty, Chairman

Date: March 16, 2016

Re: Payroll transition to bi-weekly from semi-monthly

SUBJECT: **Establishing bi-weekly pay cycle and time and attendance system on May 1, 2016** Submitted by A&P EXECUTIVE DIRECTOR KYM HUGHES AND SPMI due to ease of overtime tracking and paying actual hours worked rather than paying for estimated hours scheduled.

RECOMMENDATION:

Transition the A&P organization/departments from a semi-monthly pay schedule to a bi-weekly pay schedule. Pay dates would fall on every other Friday instead of the 15th and the end of the month. This would result in a total of 26 paychecks for the year rather than the 24 paychecks that we receive now. SPMI has made the recommendation to start this transition on May 1st. That would make the last April check on the 29th (payment for the work period of April 15th – 30th) also changing the upcoming pay dates from May 1st and May 15th to a May 20th check (payment for the work period of May 1st– 14th) and then on June 3rd (payment for the work period of May 15th – 28th). This would cause a five day hardship for the first change over month.

BACKGROUND:

Due to upcoming regulation changes, soon most of our salary employees could be federally mandated to become hourly paid employees. This could become problematic in estimating pre-paid scheduled hours and making adjustments to actual hours worked. This leaves Fayetteville A & P with no choice but to guesstimate hours, which isn't a Best Practice for Wage and Hour regulations.

DISCUSSION:

The proposed payroll change could impact the staff for that five day transition in May, but it would give them an additional paycheck in July that they would not receive under the current schedule. These changes make for a more business standard work week which DOL examines for calculating overtime hours, as well as a best practice which is consistent with our goals as an organization.

BUDGET/STAFF IMPACT:

TBD

From: ANDREW YOAKUM [mailto:andrew.yoakum@fayar.net]
Sent: Friday, February 26, 2016 12:32 PM
To: Kym Hughes <khughes@experiencefayetteville.com>
Subject: A&P Funding

I wanted to let you know that the Arkansas Athletic Association did not accept our bid for the outdoor state track meet. We wanted you to know so another organization might could use our funding. We are hopeful that it will be next year that they will take the bid. I just wanted to thanks you and everyone on the commission that supported our idea. Thanks so much,

Drew Yoakum
Fayetteville High School
EAST Facilitator/Phase 4 Room 2405
Track and Football Coach
479-445-1221

From: Bill Baird [mailto:bbaird07@sbcglobal.net]
Sent: Tuesday, March 08, 2016 3:54 PM
To: 'Kym Hughes' <khughes@experiencefayetteville.com>
Subject: Ozark Blues Society

Hi Kym,

First of all THANK YOU for your patience and working with us !!!

As you know A&P granted us \$5,000.00 for our blues festival scheduled for April 16th 2016. After scheduling this date we found out Keb Mo is playing at Walton Arts Center the same night. He will draw 800 to 900 people and this could really have a negative impact on our festival. We looked at dates in June and October but are just not comfortable that those dates will work for us, Brewers Guild, and Headliners we are looking to book for the festival.

Last night we had our monthly board meeting and determined it was in the best interest of the society to postpone our event to 2017. Our goal is to have a fantastic festival next year and to start our planning early.

We understand we will forfeit the \$5,000.00 grant and will be required to apply again next year.

Again Kym, Thank you and all the members of A & P for your support over the years! If you have any questions please give me a call.

Regards,

Bill Baird
Ozark Blues Society
President
479-372-0266

FAYETTEVILLE DESTINATION STORYLINE

RESONANCE



February 23, 2016



INTRODUCTION





INTRODUCTION

When great towns are left to their own devices, surrounded by good people and beautiful nature, nourished by clean air and fresh thinking, they become something original and rare – an authentic place. From this perspective, Fayetteville has great ‘bones’ as a destination.

Of course, Fayetteville’s always known what Fayetteville’s got, and anyone who’s ever cheered for the Razorbacks knows, too, because they likely spent some formative years there; and for anyone who’s wandered into the Ozarks or maybe floated a nearby river, Fayetteville’s appeal is clear.

But what exactly is it that Fayetteville’s got? How to articulate and communicate the outdoorsy and adventurous, entertaining and eclectic, free and funky heart of Fayetteville for its visitors next year and a decade years from now? Sure we call the Hogs; yes, there’s that old law about not letting dogs bark after 6 pm; and yep, we’re funky and all. And what else?

On January 26, 2016, Fayetteville’s tourism community came together with Resonance Consultancy to try to express what makes Fayetteville attractive to potential visitors now and in the future. We took into consideration the results of the Situational Analysis that Resonance prepared late in 2015, and layered on physical features as well as descriptions of emotional aspects of the Fayetteville experience. The goal was to arrive at new ways of talking about the appeals, personality and essence of this entirely individualistic town, and we think we’ve pinpointed them in a way that will make their communication clear, simple and compelling.

We hope you enjoy the read.

FAYETTEVILLE, 2025



FAYETTEVILLE, 2025

It's fall 2025, the annual Autumn of Adventurers in Fayetteville. It's the crispness that brings them back year after year; that turn in the weather when the season changes as it does in only a precious few places in the south. Cool, colorful, glorious autumn, the brilliant season. The adventurers come for the leaves and the color and the trails and the rock climbing and the floating, and the chill mornings with warmth seeping in as the sun climbs. The adventurers come from four states away and hook up with guides – all locals, all casually and comfortably at home in these hills, some from Fayettechill, the Ozark mountain outfitter on a mission to bring people to nature – and they learn, becoming wanderers of strange and familiar trails, counters of clouds and explorers of the breathing spaces.

And when they come out of the mountains, they come to Fayetteville, because it's as exciting and familiar, as comfortable and free-spirited as the nature around it. They join those for whom adventure is a famous lunch of Hugo's burgers and a basket of fries, or the now-legendary farm to table dinners. Created from the produce of the famed Farmers' Market – which has teamed up with chefs from The Farmer's Table Café, craft beer makers and farmers at Across the Creek Farm and Dripping Springs Garden – they regularly fill the Square in summer and fall. An alumni gathering a few years ago saw a table extend the whole length of Dickson Street. The pictures are on Pinterest. Go look. Clearly, the harvest eating in Fayetteville is good, very good.

These other, shall we say, 'softer' adventurers also roam the Ale Trail. Aficionados and newbies are driven around in an inspired and rather eccentric collection of vintage convertibles, then taken back to Fayetteville for a Razorbacks game in style – with a tour past Old Main, beautiful in the fall foliage, then a stroll around the Seniors Walk, and into the Donald W. Reynolds stadium to join the college world's most boisterously synchronized hog callers. Seventy-two hours in Fayetteville goes quickly. Time flies when you're having fun.

By 2025, U of A is known nationwide – for much more than the prowess of all the Razorbacks. The campus has become a center of thought about business and creativity, two pursuits dear to the hearts of Fayettevillians. Artists and CEOs banded together in 2017 to continue Fayetteville's tradition of TEDx Conferences and started the AR Ideas Fest that brings the best brains in the U.S. to teach business people how to marry increasingly important emotional intelligence with tough decision-making skills.



Now there's a boom in talks focused on the retail business – colleagues in Bentonville are experts in the changing role of box stores – and the resurgence of small town main streets – of which Dickson Street and North Block are prime examples. By 2025, the gap between the two streets has been closed up by successful stores, and visitors enjoy a pleasant stroll from the historic square to the U of A – which, when you think about it, is a hike with breaks for coffee, beer and shopping. Day rolls easily into night, and while the active adventurers are gazing at the moon, others are settling into George's Majestic Lounge or the Walton Arts Center. This is a town with a mind of its own, and it's a feeling that growing numbers of visitors want to be part of.

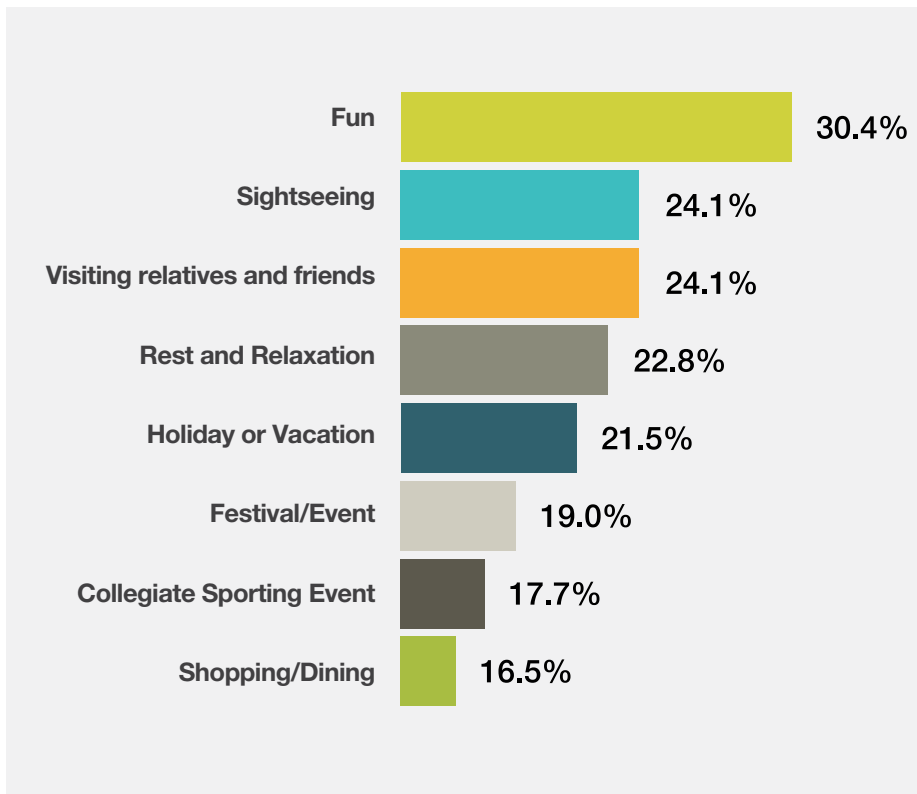
By 2015, the Roots Festival is almost a year-round event, and live music is increasingly part of everyday life. Families drive in from all over for performances that happen from early spring into October, with the main event taking place, as ever, in August. With Bikes, Blues & BBQ rolling in September, Fayetteville feels like a town where celebrations never end.

MARKET ANALYSIS





MARKET ANALYSIS



What brings visitors to Fayetteville today? Clearly, it's a Fun place to visit. 30.4% cited fun as the main reason for their last visit, (although fun might not include nightlife, which they placed far down the list (6.3%)). Sightseeing and visiting with relatives and friends round out the top three at 24.1%. Festivals and events brought 19%, indicating a strong appeal. Collegiate Sporting Events 17.7% (go, Hogs) combined with University Visits (12.7) together attracted 30.4%. While culinary and food experiences rank far down the list, shopping and dining brought in 16.5% of visitors. So what types of visitors are attracted to these activities?

Resonance Consultancy's proprietary research on the travel habits of Americans revealed five psychographic segments of travelers: The largest segment is **Family-Oriented Frugals**, who make up 26% of travelers, **All-In Enthusiasts** (25%), **Active Adventurers** at 18%, **Sophisticated Explorers** (16%) and **Infrequent Convenience Travelers** (15%).

Compared to those US visitor averages, Fayetteville visitors skew toward **Active Adventurers** (39%) and **Family-Oriented Frugals** (25%), with **All-In Enthusiasts** a distant third at 16%.



Active Adventurers are in their mid-40s and 55% of them are male. Only 24% of them have kids, and they're more likely than other groups to travel greater distances to get to destinations. They make an average of 4.5 trips per year.

Active Adventurers stand out from other psychographic segments in the activities they seek at their destinations.

- This group doesn't see a vacation as a time to slow down or be indulgent; they want to explore new things and be on the go.
- Active Adventurers want to engage with nature and participate in health and fitness-related activities; they want to participate in outdoor sports and watch live sports.
- A whopping 91% participate in outdoor sports while at their destination.

Active Adventurers would certainly be attracted by Fayetteville's proximity to biking, hiking and other outdoor adventure.

Family-Oriented Frugals are virtually evenly divided between males and females, and are concentrated in the southern U.S. 36% of them have children living at home; they have a lower net worth than travelers in general and are more likely to travel by car than plane.

- As their name would suggest, they have a greater interest in family vacations with kids and in multi-generational vacations.
- Drivers, they take fewer and shorter trips that are close to home.
- They place greater importance on safety, cost and weather than other travelers.
- They're fans of visiting fun attractions while on vacation.

Family-Oriented Frugals would be attracted by the many different kinds of events that Fayetteville offers.

BRAND FEATURES

Brand Features are the physical characteristics and attributes of Fayetteville – the aspects that can be seen. They set the stage for the experiences that people remember and return to.





1 // COLLEGE TOWN

We are our college, and our college is us: to the U of A we owe a third of our population; one of Fayetteville's iconic views, Old Main in autumn; one of its signature experiences, the exuberance of a Razorback game; and, most importantly, an enduring reputation for youthful energy and fresh and forward thinking – the free-wheeling funky character that sets us apart.





2 // NATURE

Fayetteville sits at the base of a breathtaking landscape, and we offer access to nature that's as wild or family friendly as visitors wish. Our fresh air comes in parks, on the Greenway, at Mt. Kessler, in the Botanical Gardens, and in the countless trails, viewpoints and waterways in the Ozarks.





3 // EVENTS

Fayetteville loves to put on a good show and bring people together, whether it's sporting or cultural, whether participants or spectators, whether visitors or locals. We serve our wide-ranging ideas of fun with authentic warmth at America's favorite farmers' market, a bike race, Bikes, Blues & BBQ, Roots Festival, a show at Walton Arts Center and dozens of other venues and happenings.





4 // HISTORY

Fayetteville is small, but its historic gravitas is considerable. We are home to the Clinton's first house, the nest from which they launched their grand journey; the landmark Second Empire-style Old Main – the first building in Arkansas to be included on the National Register of Historic Places – along with the Confederate Cemetery and the Air Museum, which tell a rich story of a town that was, and is, a vital part of U.S. history.





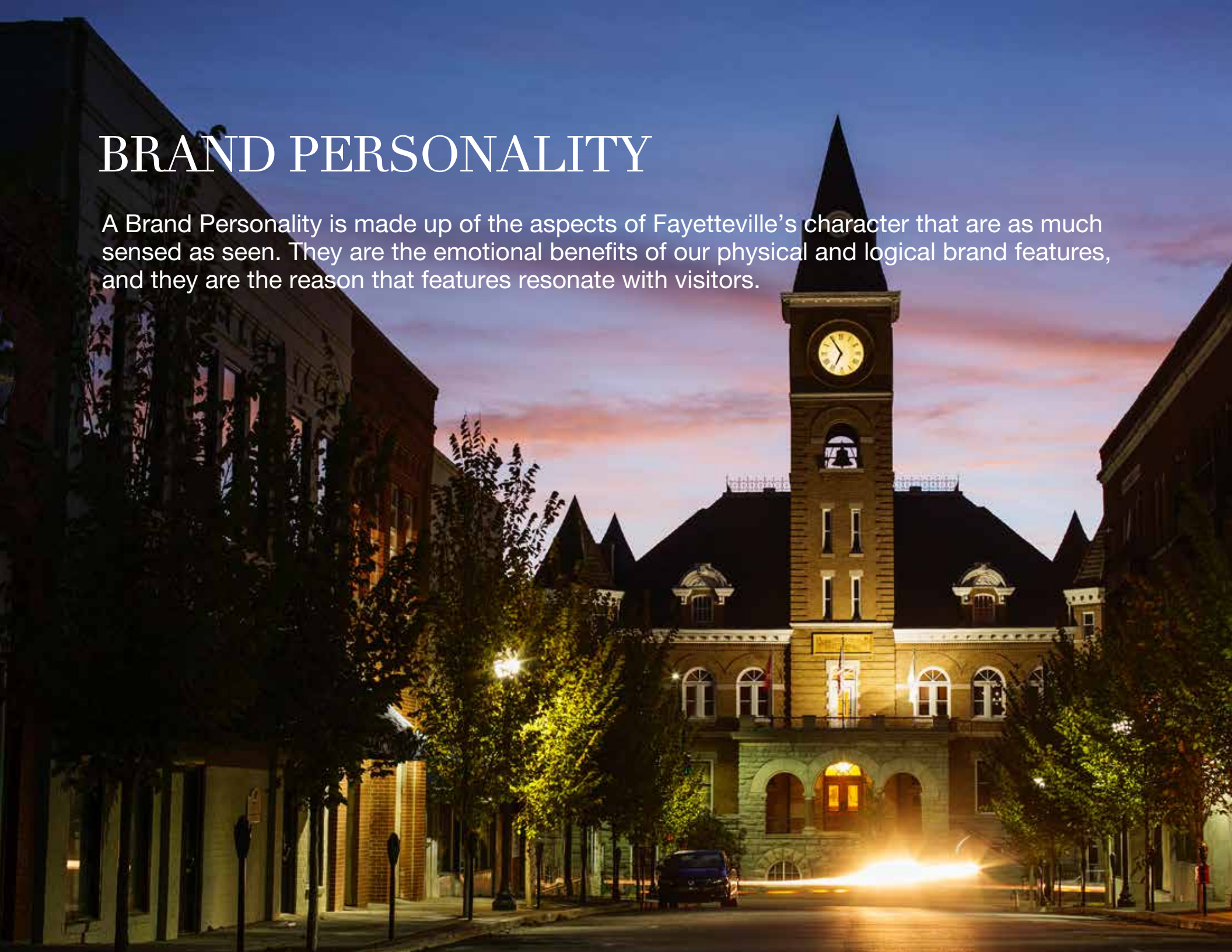
5 // GATEWAY

From Fayetteville, much is accessible and many things are possible. Our location in northwest Arkansas makes us a gateway and a hub: it's easy to get to nature and biking, to arts and culture, to dining and festivals near and farther down the road.



BRAND PERSONALITY

A Brand Personality is made up of the aspects of Fayetteville's character that are as much sensed as seen. They are the emotional benefits of our physical and logical brand features, and they are the reason that features resonate with visitors.





1 // ENERGETIC

With the 26,000-strong student population of U of A at our heart – a third of the city’s population – Fayetteville is young and energetic, feisty and fun-loving, open minded and accepting. More than just Razorbacks (although we’re very, very Razorbacks), we make play a way of life. We glow in the deep Ozark dark: we’re the nightlife capital of the region, the only place within 50 miles where the midnight oil burns bright, and Dickson Street lights up TripAdvisor with reviews of unforgettable experiences. Yes, we’re a college town, but it’s not just about football. It’s the never-ending, all-in game of learning, growing and discovering life.



2 // FRESH

There is a particular allure to the fresh, clean Ozark wilds, and it goes beyond the old timey swimming holes and fiddling, as profoundly wonderful as they are. Fayetteville’s connection to nature is as thoroughly modern as it is timeless: as the world becomes more urban, accessibility to the natural world – places refreshingly removed from time – becomes ever more desirable. The contemporary slant taken by Fayettechill, whose success has been to tap into a young community with a very modern longing to reconnect with nature, is exemplary. From the greenway to Mt. Kessler, from a green spring to the infinitely beautiful autumn, Fayetteville offers many paths to the refreshment, activities, peace and inspirations of nature.





3 // FUN

Fayetteville is an eventful town with a year-round calendar of gatherings, activities and possibilities that engage everyone from the folk music lover, the hard-core cycle racer and the good-time biker to the meandering hiker and the theater performance enthusiast. High art and low, pop culture, craft and masterworks, Fayetteville is a genial host, accomplished at putting on every kind of fun and effortlessly gathering families and friends for unforgettable good times.





4 // FREE

Fayetteville is fond of calling itself funky, and our deep-seated, uncommon character and difference is part of our pride as a community and our appeal as a destination. Color and exuberance, independence and personal expression are part of life, casually and naturally woven into the community.

Fayetteville’s long history as a home to the young and the educated make it a progressive beacon in Arkansas – our free thinking and open minds make us a magnet for creatives, who find that Fayetteville’s difference fits them like a glove – be they companies like Fayettechill or artists like Terra Studios. We’re proud of our adventurous creativity and our independence from customs and culture elsewhere. Acceptance is our default position; uninhibited is the way we roll. We can call the hogs and then stay up late, howling at the Fayetteville moon on Dickson Street; we can admire the Lights of the Ozarks and the art at the Underground. Fayetteville is home to cheer-worthy independent thought and unorthodox ideas: culture and counterculture, and the people who proudly and stubbornly love them, are both at home in our small town of big ideas.





5 // CONNECTED

Fayetteville is the first chapter in a bigger regional story, linked to our neighbors by common tastes and interests. In fact, Fayetteville is already part of many bigger stories: the award-winning Ale Trail takes aficionados from Fayetteville to Rogers; an interest in art will take visitors from the Fayetteville Underground and First Thursdays to Bentonville’s Crystal Bridges. Foodies find a region that offers traditional BBQ, refined farm to table and even, farther afield, James Beard’s influence. Our location at the foothills of the Ozarks puts us near many trailheads, natural and manmade, and leads visitors from us to new vistas...and then brings them back home to Fayetteville again.



BRAND POSITIONING



BRAND POSITIONING

FAYETTEVILLE IS A FREE-SPIRITED DESTINATION VISITED BY FAMILIES AND ADVENTURERS WHO ENJOY OUR ENERGETIC COLLEGE TOWN BECAUSE IT OFFERS FRESH AND AUTHENTIC EXPERIENCES OF NATURE, ECLECTIC CULTURAL EVENTS, AND OPPORTUNITIES TO GATHER IN CELEBRATION OF SHARED PASSION FOR SPORTS, CREATIVITY AND MANY, MANY KINDS OF FUN – WHICH VISITORS LOVE, BECAUSE IN OUR FRIENDLY AND ACCEPTING REGIONAL GATEWAY, THEY CAN CREATE AN UNFORGETTABLE PERSONAL ADVENTURE THAT EXPRESSES AND INSPIRES THEIR TRUE NATURE.

BRAND
ESSENCE





BRAND ESSENCE

The Brand Essence describes the essential nature and character of our destination. It's a phrase that can be used as a tagline in communications – which is our preference – or as a positioning from which to develop advertising material.

**FAYETTEVILLE, AR
THE FREE SPIRIT**

**FAYETTEVILLE –
ARKANSAS' FREE SPIRIT**

Free Spirit appeals to many characteristics of our target markets and encompasses many appealing aspects of our brand personality:

- A Free Spirit is uninhibited and open, like our population of young people. They're willing to try new things, the way our target audience of Active Adventurers does. A Free Spirit has fun, like our Family Oriented Frugals.
- Free Spirit sets us somewhat defiantly apart from the rest of the state and the region; it intimates that we can do and think as we please.
- A Free Spirit roams unfettered in nature, exploring and learning from his surroundings. A Free Spirit goes to U of A and lets herself be led by intellectual curiosity into new worlds. Free Spirits are constantly growing, learning, experiencing.
- Free Spirit incorporates the quirk of 'funky' and updates it for a new generation.



RESONANCE

Canada

801-602 W Hastings St
Vancouver, BC V6B 1P2
P +1 604 681 0804

United States

21 W 46th St Suite 1205
New York, NY 10036
P +1 347 817 7916

resonanceco.com

Advertising and Promotion Commission
For month of **January 2016**

Current Year HMR Collected (2120.0912.4101.00)	\$ 251,062.24
Prior Year Collected (2120.0912.4101.01)	\$ 14,052.63
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 1,132.29
Total Revenues	<hr/> \$ 266,247.16
Annual Bond Audit Expense (2120.9120.5307.00)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (5,302.29)
Town Center Bond Payment (2120.9120.5739.00)	\$ (58,185.63)
2014 Property Taxes on Town Center (2120.9120.5345.00)	\$ -
Total Expenses	<hr/> \$ (63,487.92)
Total Check to A&P	<hr/> <hr/> \$ 202,759.24

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

Advertising and Promotion Commission
For month of **February 2016**

Current Year HMR Collected (2120.0912.4101.00)	\$	232,404.37
Prior Year Collected (2120.0912.4101.01)	\$	1,178.38
First Security Investment Interest Revenue (2120.0912.4708.00)	\$	1,283.09
Total Revenues		\$ 234,865.84
Annual Bond Audit Expense (2120.9120.5307.00)	\$	-
Collection Expense (2120.9120.5333.00)	\$	(4,671.65)
Town Center Bond Payment (2120.9120.5739.00)	\$	(58,185.63)
2014 Property Taxes on Town Center (2120.9120.5345.00)	\$	-
Total Expenses		\$ (62,857.28)
Total Check to A&P	\$	172,008.56

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

From: Smallwood, Deborah [mailto:dsmallwood@fayetteville-ar.gov]

Subject: HMR Totals for January (December taxes)

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 **January** was **\$265,114.87**. This total includes previous month tax amounts that were received in **December**. Please remember that the amount listed represents only 1/2 of the total revenue generated.

For **December** taxes collected in **January** - the **Hotel/Motel** collections were **\$20,549.68**. The **restaurant** collections for **September** that were collected in **October** were **\$244,565.19**.

Thanks!

Deborah Smallwood

Accounts Payable

City of Fayetteville, Arkansas

479.575-8284

[Website](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)



From: Smallwood, Deborah [mailto:dsmallwood@fayetteville-ar.gov]
Subject: HMR Totals for February (January taxes)

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 **February** was **\$233,582.75**. This total includes previous month tax amounts that were received in **January**. Please remember that the amount listed represents only 1/2 of the total revenue generated.

For January taxes collected in February - the Hotel/Motel collections were \$22,774.56. The restaurant collections for January that were collected in February were \$210,808.19.

Thanks!

Deborah Smallwood

Revenue Accountant
City of Fayetteville, Arkansas
113 W Mountain St
Fayetteville, AR 72701
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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	2016 Total HMR Taxes	2016 Change Over Prior Year
January	\$205,939	211,138	2.52%	202,477	-4.10%	236,849	16.98%	265,115	11.93%
February	\$178,289	187,562	5.20%	203,022	8.24%	219,436	8.09%	233,583	6.45%
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>3,508,506</u>	27.22%	\$ <u>498,698</u>	9.30%

Fayetteville A&P Commission

Balance Sheet

As of February 29, 2016

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	347,694.74
10400 1st Security Fayetteville TC	369,536.37
10500 1st Security Clinton House	23,092.50
10600 1st Security CVB # 8730	55,050.22
10700 Arvest Payroll Account #4636	56,618.67

Total Cash **853,271.00**

11000 Accounts Receivable **88,922.71**

11001 Accounts Receivable - City **1,273.20**

11400 Due From Other Funds **9,053.13**

11500 Prepaid Expenses **9,242.65**

11501 Prepaid Rebranding Fees **27,265.05**

12100 Inventory Asset - CVB **6,651.11**

12150 Inventory Asset - CHM **3,318.15**

13000 Investments 1,830,787.41

13100 Investments: Adjust to Market (9,990.00)

Total Investments **1,820,797.41**

Total Current Assets **2,819,794.41**

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 **4,208,876.00**

Fayetteville A&P Commission

Balance Sheet

As of February 29, 2016

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	112,940.32
23002 Colonial Life& Acc Ins. Payable	0.00
24000 Payroll Liabilities	0.00
24100 Employee Benefits Payable	0.00
24500 Due to Other Funds	4,671.65
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	0.00
24901 Unearned Revenue 2016	165,869.61
24902 Unearned Revenue 2017	3,150.00
24950 Unearned Visitor Guide Revenue	0.00

Total Liabilities

286,631.58

Equity

39005 Fund Balance	3,543,374.36
32000 Unrestricted Reserve Fund (2015 Net Rev.)	279,913.15
Net Revenue	98,956.91

Total Equity

3,922,244.42

TOTAL LIABILITIES AND EQUITY

4,208,876.00

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

CONSOLIDATED A & P COMMISSION

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	2,941,944	490,324	483,467	440,213	2,458,477	245,162	232,404	217,038
40200 · PY Hotel, Motel, Restaurant Tax	18,000	3,000	15,231	16,073	2,769	1,500	1,178	2,398
40600 · Rental Income	557,331	92,888	62,200	77,567	495,131	46,444	32,100	51,092
40601 - Incidentals	30,740	5,123	8,400	9,653	22,340	2,561	3,467	6,867
40602 - Alcohol Sales	50,000	8,333	5,815	1,523	44,185	4,166	4,660	0
40700 · 1st Thursday Income	20,000	0	8,060	0	11,940	0	8,060	0
40800 · Other Income	2,100	350	2,418	1,099	(318)	175	671	(16)
41000 · Parking Revenue	13,561	2,260	1,184	0	12,377	1,130	796	0
41001 · Parking Lease	19,815	3,302	0	500	19,815	1,651	0	250
41200 · Gift Shop Sales	6,781	1,130	204	774	6,577	565	126	430
41300 · Visitor Store	32,830	5,470	1,948	2,150	30,882	2,736	1,140	1,310
41400 · Partership Income	2,750	0	0	300	2,750	0	0	150
41600 · Admission Revenue	18,674	3,112	1,644	1,031	17,030	1,556	863	429
41700 · Health Reimbursement	0	0	0	1,389	0	0	0	694
42000 · Special Projects	21,365	3,560	117	0	21,248	1,780	117	0
42005 · Security Income	1,800	240	0	0	1,800	240	0	0
42600 · Interest Income Investments	12,000	2,000	2,415	2,723	9,585	1,000	1,283	1,323
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	3,075	511	640	357	2,435	255	338	163
42900 · Visitor Guide Ad Income	22,000	12,400	13,700	0	8,300	3,200	3,300	0
43200 · LOTO Income	10,300	0	0	0	10,300	0	0	0
98000 · Transfer In	1,325,647	145,923	0	160,000	1,325,647	84,581	0	160,000
Total Revenue	5,110,713	779,926	607,443	715,352	4,503,270	398,702	290,503	442,128
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(89)	0	89	0	57	0
50001 - CVB Store - COGS	0	0	571	71	(571)	0	74	0
Total Cost of Goods Sold	0	0	482	71	(482)	0	131	0
Gross Profit	5,110,713	779,926	606,961	715,281	4,503,752	398,702	290,372	442,128

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

CONSOLIDATED A & P COMMISSION

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	12,000	2,000	713	285	11,287	1,000	571	214
61500 · Credit Card Fees	10,950	1,825	1,127	1,033	9,823	913	693	329
62500 · Advertising & Marketing	860,000	133,667	130,775	40,329	729,225	114,833	113,522	0
62600 · Printing/Brochures	150,000	25,000	11,056	3,350	138,944	12,500	10,411	0
62700 · Website Update	12,000	2,000	1,000	500	11,000	1,000	500	0
63000 · Accounting & Legal Fees	6,500	1,084	1,187	0	5,313	542	1,187	0
63100 · Audit Expense	11,000	0	0	0	11,000	0	0	0
64000 · Office Expense	27,600	4,601	3,544	2,540	24,056	2,301	1,443	848
64100 · Visitor Store Expense	15,000	2,500	414	1,133	14,586	1,250	360	1,029
64150 - Clinton House Gift Shop	3,800	630	(62)	342	3,862	317	0	342
64500 · Insurance - Building	10,000	0	0	0	10,000	0	0	0
64501 - Insurance - Workers Comp	1,750	0	0	0	1,750	0	0	0
64502 - Insurance - D&O	2,000	0	0	0	2,000	0	0	0
65000 · Insurance & Health Benefits	115,640	19,264	14,957	22,001	100,683	9,632	7,478	9,438
65501 · Simple IRA Match	19,942	3,318	2,375	2,647	17,567	1,659	1,188	1,327
66000 · Car Allowance	43,600	600	600	1,050	43,000	300	300	600
66500 · Telephone Expense / Internet	19,460	3,242	1,520	2,122	17,940	1,621	752	790
67000 · Postage & Shipping Expense	30,500	5,083	5,295	1,264	25,205	2,542	5,091	89
67100 · Tracking Software	25,750	4,366	6,368	1,770	19,382	2,183	4,936	1,690
68100 · Rent	12,000	2,000	2,000	12,000	10,000	1,000	1,000	12,000
68400 · Maintenance / Lawn	17,500	0	0	0	17,500	0	0	0
68500 · Repairs & Maintenance Expense	166,300	33,216	21,959	11,735	144,341	13,358	6,781	6,646
68600 · Peace Fountain Maintenance	7,500	1,250	453	0	7,047	625	197	0
68700 · Linens	28,000	4,425	4,372	3,866	23,628	2,225	2,177	2,220
69500 · Publication & Dues	18,250	1,054	855	10,899	17,395	452	303	185
70000 · Travel / Training Expense	95,500	14,216	11,159	13,744	84,341	7,108	2,220	6,621
70500 · Taxes & Licenses	21,425	2,079	1,383	760	20,042	1,429	723	616
71000 · Collections Expense	63,000	10,500	9,974	9,126	53,026	5,250	4,672	4,389

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

CONSOLIDATED A & P COMMISSION

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
72000 · Payroll Tax Expense	56,428	9,402	8,387	9,465	48,041	4,702	4,290	4,919
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	58,500	16,566	12,683	19,641	45,817	14,358	10,843	17,747
76500 · Contract Labor	106,228	17,104	10,701	8,145	95,527	8,875	5,385	5,831
77500 · Wages Expense	719,873	119,976	100,272	109,995	619,601	59,991	51,507	57,283
77600 - Relocation Expense	0	0	0	5,000	0	0	0	0
78000 · Electric Utilities	72,600	10,220	9,654	10,234	62,946	5,155	4,717	4,698
78100 · Gas Utility	16,110	5,665	4,445	6,565	11,665	2,965	1,964	2,952
78200 · Water Utilitiy	10,934	1,605	1,582	1,301	9,352	680	699	649
78500 · Security	1,700	290	44	284	1,656	265	22	22
78600 · Airport Advertising	9,000	1,500	375	1,125	8,625	750	0	1,125
78700 · Minor Equipment	112,500	20,666	5,006	60,273	107,494	8,833	1,449	3,786
78800 · Airport Info Booth	5,000	800	800	800	4,200	400	800	800
89000 · Other Expense	20,000	0	0	0	20,000	0	0	0
94300 · LOTO Special Project	23,025	2,500	0	65	23,025	1,250	0	0
95000 · Misc. Special Projects - Other	269,865	44,976	4,003	24,386	265,862	22,488	1,770	6,871
95010 · 1st Thursday	20,000	0	0	0	20,000	0	0	0
95026 - Incidental Expenses	0	0	0	4,424	0	0	0	4,219
95027 - Alcohol & Bar Supply Purchases	30,000	5,000	656	719	29,344	2,500	59	293
95028 - Public Arts Program	105,000	0	0	0	105,000	0	0	0
95050 - Clinton Activities	450	0	0	114	450	0	0	114
96000 - Annual Improvements	234,950	10,000	0	0	234,950	10,000	0	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	746,556	124,426	116,371	124,426	630,185	62,213	58,186	62,213
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	685,027	111,310	0	160,000	685,027	9,237	0	160,000
Total Expenditures	5,110,713	779,926	508,003	689,458	4,602,710	398,702	308,196	382,895
Excess of Revenues Over/(Under) Expenditures	0	0	98,958	25,823	(98,958)	0	(17,824)	59,233

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

FAYETTEVILLE A & P

	2016 Annual Budget	February 2016 Year-to-Date		2015 YTD Actual	2016 Balance of Budget	February 2016 Month		2015 Month Actual
		Budget	Actual			Budget	Actual	
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	2,941,944	490,324	483,467	440,213	2,458,477	245,162	232,404	217,038
40200 · PY Hotel, Motel, Restaurant Tax	18,000	3,000	15,231	16,073	2,769	1,500	1,178	2,398
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	2,100	350	1,350	360	750	175	600	360
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	0	0	0	1,389	0	0	0	694
42000 · Special Projects	0	0	0	0	0	0	0	0
42005 · Security Income	0	0	0	0	0	0	0	0
42600 · Interest Income Investments	12,000	2,000	2,415	2,723	9,585	1,000	1,283	1,323
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	1,250	209	252	191	998	104	137	76
42900 · Visitor Guide Ad Income	22,000	12,400	13,700	0	8,300	3,200	3,300	0
43200 · LOTO Income	2,100	0	0	0	2,100	0	0	0
98000 · Transfer In	405,670	21,362	0	0	405,670	15,173	0	0
Total Revenue	3,405,064	529,645	516,415	460,949	2,888,649	266,314	238,902	221,889
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	3,405,064	529,645	516,415	460,949	2,888,649	266,314	238,902	221,889

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

FAYETTEVILLE A & P

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	12,000	2,000	713	285	11,287	1,000	571	214
61500 · Credit Card Fees	0	0	0	0	0	0	0	0
62500 · Advertising & Marketing	850,000	132,000	130,399	40,226	719,601	114,000	113,423	0
62600 · Printing/Brochures	150,000	25,000	11,056	3,350	138,944	12,500	10,411	0
62700 · Website Update	12,000	2,000	1,000	500	11,000	1,000	500	0
63000 · Accounting & Legal Fees	6,500	1,084	1,187	0	5,313	542	1,187	0
63100 · Audit Expense	11,000	0	0	0	11,000	0	0	0
64000 · Office Expense	4,250	710	303	568	3,947	354	60	297
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	0	0	0	10,000	0	0	0
64501 - Insurance - Workers Comp	1,750	0	0	0	1,750	0	0	0
64502 - Insurance - D&O	2,000	0	0	0	2,000	0	0	0
65000 · Insurance & Health Benefits	16,520	2,753	1,360	2,781	15,160	1,377	680	1,390
65501 · Simple IRA Match	4,350	722	443	459	3,907	361	222	230
66000 · Car Allowance	3,600	600	600	1,050	3,000	300	300	600
66500 · Telephone Expense / Internet	0	0	0	0	0	0	0	0
67000 · Postage & Shipping Expense	30,000	5,000	5,295	1,244	24,705	2,500	5,091	69
67100 · Tracking Software	750	200	202	573	548	100	101	493
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	7,500	0	0	0	7,500	0	0	0
68500 · Repairs & Maintenance Expense	75,000	12,500	2,320	1,097	72,680	6,250	1,120	1,097
68600 · Peace Fountain Maintenance	7,500	1,250	453	0	7,047	625	197	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	15,000	500	485	10,429	14,515	160	153	0
70000 · Travel / Training Expense	10,000	1,666	0	0	10,000	833	0	0
70500 · Taxes & Licenses	3,000	0	0	0	3,000	0	0	0
71000 · Collections Expense	63,000	10,500	9,974	9,126	53,026	5,250	4,672	4,389

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

FAYETTEVILLE A & P

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)		0	0			0	0	
72000 · Payroll Tax Expense	11,261	1,876	1,852	2,773	9,409	938	908	1,554
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	2,500	416	166	1,174	2,334	208	166	574
76500 · Contract Labor	35,000	5,834	674	0	34,326	2,917	674	0
77500 · Wages Expense	145,000	24,166	21,840	31,725	123,160	12,083	10,833	17,927
77600 - Relocation Expense	0	0	0	5,000	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	1,500	375	1,125	8,625	750	0	1,125
78700 · Minor Equipment	100,000	16,666	2,028	59,838	97,972	8,333	1,411	3,786
78800 · Airport Info Booth	5,000	800	800	800	4,200	400	800	800
89000 · Other Expense	0	0	0	0	0	0	0	0
94300 · LOTO Special Project	15,000	2,500	0	65	15,000	1,250	0	0
95000 · Misc. Special Projects - Other	250,000	41,666	3,010	24,086	246,990	20,833	1,370	6,871
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
95028 - Public Arts Program	105,000	0	0	0	105,000	0	0	0
95050 - Clinton Activities	0	0	0	0	0	0	0	0
96000 - Annual Improvements	0	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	124,426	116,371	124,426	630,185	62,213	58,186	62,213
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	685,027	111,310	0	160,000	685,027	9,237	0	160,000
Total Expenditures	3,405,064	529,645	312,906	482,700	3,092,158	266,314	213,036	263,629
Excess of Revenues Over/(Under) Expenditures	0	0	203,509	(21,751)	(203,509)	0	25,866	(41,740)

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

CLINTON HOUSE

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	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	750	125	325	0	425	62	50	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	421	0	(421)	0	71	0
41000 · Parking Revenue	0	0	0	0	0	0	0	0
41001 · Parking Lease	0	0	0	0	0	0	0	0
41200 · Gift Shop Sales	6,781	1,130	204	774	6,577	565	126	430
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	18,674	3,112	1,644	1,031	17,030	1,556	863	429
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	1,500	250	0	0	1,500	125	0	0
42005 · Security Income	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	100	16	22	11	78	8	11	8
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	84,639	12,098	0	25,000	84,639	5,899	0	25,000
Total Revenue	112,444	16,731	2,616	26,816	109,828	8,215	1,121	25,867
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(89)	0	89	0	57	0
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	(89)	0	89	0	57	0
Gross Profit	112,444	16,731	2,705	26,816	109,739	8,215	1,064	25,867

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

CLINTON HOUSE

	2016 Annual Budget	February 2016 Year-to-Date		2015 YTD Actual	2016 Balance of Budget	February 2016 Month		2015 Month Actual
		Budget	Actual			Budget	Actual	
Expenditures								
61000 · Signage-Tourism	0	0	0	0	0	0	0	0
61500 · Credit Card Fees	1,150	191	87	65	1,063	96	30	32
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	591	559	437	2,991	296	326	107
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	3,800	630	(62)	342	3,862	317	0	342
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	8,260	1,368	1,360	1,336	6,900	684	680	668
65501 · Simple IRA Match	1,330	220	214	205	1,116	110	107	102
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	1,560	260	253	237	1,307	130	127	129
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	2,000	2,000	12,000	10,000	1,000	1,000	12,000
68400 · Maintenance / Lawn	10,000	0	0	0	10,000	0	0	0
68500 · Repairs & Maintenance Expense	1,800	300	74	0	1,726	150	74	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	250	220	220	210	30	0	0	0
70000 · Travel / Training Expense	2,000	0	0	125	2,000	0	0	125
70500 · Taxes & Licenses	1,200	200	6	30	1,194	100	0	0
71000 · Collections Expense	0	0	0	0	0	0	0	0

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

CLINTON HOUSE

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)			0	0			0	0
72000 · Payroll Tax Expense	3,474	580	679	584	2,795	290	381	292
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	0	0	0	0	0	0	0	0
76500 · Contract Labor	11,500	1,920	967	1,510	10,533	958	0	810
77500 · Wages Expense	44,306	7,386	8,127	6,826	36,179	3,694	4,559	3,413
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	1,450	250	188	231	1,262	75	75	60
78100 · Gas Utility	1,110	415	333	432	777	215	165	211
78200 · Water Utilitiy	1,454	150	88	89	1,366	75	44	44
78500 · Security	300	50	44	44	256	25	22	22
78600 · Airport Advertising	0	0	0	0	0	0	0	0
78700 · Minor Equipment	1,500	0	0	435	1,500	0	0	0
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
89000 · Other Expense	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	0	0	0	0	0	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
95028 - Public Arts Program	0	0	0	0	0	0	0	0
95050 - Clinton Activities	450	0	0	114	450	0	0	114
96000 - Annual Improvements	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	112,444	16,731	15,137	25,252	97,307	8,215	7,590	18,471
Excess of Revenues Over/(Under) Expenditures	0	0	(12,432)	1,564	12,432	0	(6,526)	7,396

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

TOWN CENTER

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	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	556,581	92,763	61,875	77,567	494,706	46,382	32,050	51,092
40601 - Incidentals	30,740	5,123	8,400	9,653	22,340	2,561	3,467	6,867
40602 - Alcohol Sales	50,000	8,333	5,815	1,523	44,185	4,166	4,660	0
40700 · 1st Thursday Income	20,000	0	8,060	0	11,940	0	8,060	0
40800 · Other Income	0	0	647	1,115	(647)	0	0	0
41000 · Parking Revenue	13,561	2,260	1,184	0	12,377	1,130	796	0
41001 · Parking Lease	19,815	3,302	0	500	19,815	1,651	0	250
41200 · Gift Shop Sales	0	0	0	0	0	0	0	0
41300 · Visitor Store	0	0	0	0	0	0	0	0
41400 · Partership Income	0	0	0	0	0	0	0	0
41600 · Admission Revenue	0	0	0	0	0	0	0	0
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	19,865	3,310	117	0	19,748	1,655	117	0
42005 · Security Income	1,800	240	0	0	1,800	240	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	1,200	200	294	129	906	100	157	65
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	234,950	14,667	0	0	234,950	8,129	0	0
Total Revenue	948,512	130,198	86,392	90,487	862,120	66,014	49,307	58,274
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	948,512	130,198	86,392	90,487	862,120	66,014	49,307	58,274

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

TOWN CENTER

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	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	7,600	1,267	846	823	6,754	633	518	253
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	10,000	1,667	1,482	1,207	8,518	834	697	380
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	41,300	6,883	5,439	9,836	35,861	3,441	2,719	3,310
65501 · Simple IRA Match	6,074	1,012	821	822	5,253	506	410	411
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	7,900	1,316	517	771	7,383	658	508	0
67000 · Postage & Shipping Expense	500	83	0	0	500	42	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	85,000	19,666	17,643	10,348	67,357	6,583	3,683	5,450
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	28,000	4,425	4,372	3,866	23,628	2,225	2,177	2,220
69500 · Publication & Dues	500	84	0	0	500	42	0	0
70000 · Travel / Training Expense	10,000	300	177	2,149	9,823	150	78	1,614
70500 · Taxes & Licenses	14,025	1,000	630	42	13,395	550	45	3
71000 · Collections Expense	0	0	0	0	0	0	0	0

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

TOWN CENTER

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)			0	0			0	0
72000 · Payroll Tax Expense	20,215	3,368	2,786	2,801	17,429	1,684	1,444	1,408
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	0	0	0	0	0	0	0	0
76500 · Contract Labor	59,728	9,350	9,060	6,635	50,668	5,000	4,711	5,021
77500 · Wages Expense	257,655	42,942	33,400	32,762	224,255	21,471	17,321	16,471
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	65,000	8,700	8,165	8,651	56,835	4,500	4,025	4,076
78100 · Gas Utility	15,000	5,250	4,112	6,133	10,888	2,750	1,799	2,741
78200 · Water Utilitiy	8,800	1,335	1,388	1,114	7,412	550	606	556
78500 · Security	1,400	240	0	240	1,400	240	0	0
78600 · Airport Advertising	0	0	0	0	0	0	0	0
78700 · Minor Equipment	5,000	3,000	2,978	0	2,022	0	38	0
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
89000 · Other Expense	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	19,865	3,310	993	300	18,872	1,655	400	0
95010 · 1st Thursday	20,000	0	0	0	20,000	0	0	0
95026 - Incidental Expenses	0	0	0	4,424	0	0	0	4,219
95027 - Alcohol & Bar Supply Purchases	30,000	5,000	656	719	29,344	2,500	59	293
95028 - Public Arts Program	0	0	0	0	0	0	0	0
95050 - Clinton Activities	0	0	0	0	0	0	0	0
96000 - Annual Improvements	234,950	10,000	0	0	234,950	10,000	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	948,512	130,198	95,465	93,643	853,047	66,014	41,238	48,426
Excess of Revenues Over/(Under) Expenditures	0	0	(9,073)	(3,156)	9,073	0	8,069	9,848

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

VISITOR CENTER

	2016 Annual Budget	February 2016 Year-to-Date		2015 YTD Actual	2016 Balance of Budget	February 2016 Month		2015 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	0	0	0	0	0	0	0	0
40800 · Other Income	0	0	0	(376)	0	0	0	(376)
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	32,830	5,470	1,948	2,150	30,882	2,736	1,140	1,310
41400 · Partership Income	2,750	0	0	300	2,750	0	0	150
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
42005 · Security Income	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	525	86	72	26	453	43	33	14
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	8,200	0	0	0	8,200	0	0	0
98000 · Transfer In	600,388	97,796	0	135,000	600,388	55,380	0	135,000
Total Revenue	644,693	103,352	2,020	137,100	642,673	58,159	1,173	136,098
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 - CVB Store - COGS	0	0	571	71	(571)	0	74	0
Total Cost of Goods Sold	0	0	571	71	(571)	0	74	0
Gross Profit	644,693	103,352	1,449	137,029	643,244	58,159	1,099	136,098

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

VISITOR CENTER

	2016 Annual Budget	February 2016 Year-to-Date		2015 YTD Actual	2016 Balance of Budget	February 2016 Month		2015 Month Actual
		Budget	Actual			Budget	Actual	
Expenditures								
61000 · Signage-Tourism	0	0	0	0	0	0	0	0
61500 · Credit Card Fees	2,200	367	194	145	2,006	184	145	44
62500 · Advertising & Marketing	10,000	1,667	376	103	9,624	833	99	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	9,800	1,633	1,200	328	8,600	817	360	64
64100 · Visitor Store Expense	15,000	2,500	414	1,133	14,586	1,250	360	1,029
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	49,560	8,260	6,798	8,048	42,762	4,130	3,399	4,070
65501 · Simple IRA Match	8,188	1,364	897	1,161	7,291	682	449	584
66000 · Car Allowance	40,000	0	0	0	40,000	0	0	0
66500 · Telephone Expense / Internet	10,000	1,666	750	1,114	9,250	833	117	661
67000 · Postage & Shipping Expense	0	0	0	20	0	0	0	20
67100 · Tracking Software	25,000	4,166	6,166	1,197	18,834	2,083	4,835	1,197
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	4,500	750	1,922	290	2,578	375	1,904	99
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	2,500	250	150	260	2,350	250	150	185
70000 · Travel / Training Expense	73,500	12,250	10,982	11,470	62,518	6,125	2,142	4,882
70500 · Taxes & Licenses	3,200	879	747	688	2,453	779	678	613
71000 · Collections Expense	0	0	0	0	0	0	0	0

Fayetteville A P Commission
Statement of Budget, Revenue and Expense
 February 2016 Year-to-Date

VISITOR CENTER

	2016	February 2016 Year-to-Date		2015	2016	February 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)			0	0			0	0
72000 · Payroll Tax Expense	21,478	3,578	3,070	3,307	18,408	1,790	1,557	1,665
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	56,000	16,150	12,517	18,467	43,483	14,150	10,677	17,173
76500 · Contract Labor	0	0	0	0	0	0	0	0
77500 · Wages Expense	272,912	45,482	36,905	38,682	236,007	22,743	18,794	19,472
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	6,150	1,270	1,301	1,352	4,849	580	617	562
78100 · Gas Utility	0	0	0	0	0	0	0	0
78200 · Water Utilitiy	680	120	106	98	574	55	49	49
78500 · Security	0	0	0	0	0	0	0	0
78600 · Airport Advertising	0	0	0	0	0	0	0	0
78700 · Minor Equipment	6,000	1,000	0	0	6,000	500	0	0
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
89000 · Other Expense	20,000	0	0	0	20,000	0	0	0
94300 · LOTO Special Project	8,025	0	0	0	8,025	0	0	0
95000 · Misc. Special Projects - Other	0	0	0	0	0	0	0	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
95028 - Public Arts Program	0	0	0	0	0	0	0	0
95050 - Clinton Activities	0	0	0	0	0	0	0	0
96000 - Annual Improvements	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	644,693	103,352	84,495	87,863	560,198	58,159	46,332	52,369
Excess of Revenues Over/(Under) Expenditures	0	0	(83,046)	49,166	83,046	0	(45,233)	83,729



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

A handwritten signature in blue ink, appearing to read "Kit Williams", with a long horizontal line extending to the right.

DATE: March 7, 2016

RE: Overdue HMR collection efforts

The City Prosecutor reported on 23 active Hotel, Motel and Restaurant overdue tax collection cases for February 2016 as shown on his attached report. Ten of these cases were closed. The City Prosecutor's Office collected **\$2,422.88** in overdue HMR taxes in February. Year to date collections total **\$16,559.69**.

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: *March 3, 2016*

RE: *Status of Active HMR cases*

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

1. *Collected: \$2,422.88;*
2. *Closed 10 cases and*
3. *Currently 23 open cases with the Prosecutors Office.*

Fayetteville Town Center - Manager's Activity Report

February 2016

Sales Leads by Sales Manager

		Value
Kelley		
	Sub-Total for Kelley	3,775.00
Caroline		
	Sub-Total for Caroline	18,300.00
	Grand Total	22,075.00

Contracts Executed by Sales Manager

		Value
Kelley		
	Sub-Total for Kelley	4,425.00
Caroline		
	Sub-Total for Caroline	18,500.00
	Grand Total	22,925.00

Definite Bookings by Sales Manager

		Value
Kelley		
	Sub-Total for Kelley	35,125.00
Caroline		
	Sub-Total for Caroline	15,873.00
	Grand Total	50,998.00

Lost Business by Sales Manager

		Value
Kelley		
	Sub-Total for Kelley	108,125.00
Caroline		
	Sub-Total for Caroline	
	Grand Total	108,125.00

Revenue

	MTD	YTD
Room Rental	\$42,009.41	\$91,172.95

Operations Items

- CHM Gardens – Master Gardener Project Approved. Johnson Landscaping working with MG for large installations.
- Caroline Franco has resigned effective 3/15/16.
- First Thursday promotions and planning on schedule.
- Won Employer of the Year from Life-Styles.
- Payroll now processed for SPMI.
- Lobby Windows being re-caulked.

Event Breakdown

Corporate –6% Social –0% UA -22% NP-44% Community-11% TC/CV Host – 11% Ed-6%

Convention Sales Department Detail Report

From 1/1/2016 To 2/29/2016

Sales Leads					
	Groups	Attendance	Rm Nts	Ec. Impact	
GROUP TOUR	36	90	0	\$11,118	
MEETINGS AND CONVENTIONS	10	1,435	1,622	\$653,474	
SPORTS	18	33,075	3,281	\$26,870,863	
Total Sales Leads Issued	64	34,600	4,903	\$27,535,455	

Definite Bookings					
	Groups	Attendance	Rm Nts	Ec. Impact	
GROUP TOUR	2	90	0	\$11,118	
MEETINGS AND CONVENTIONS	5	735	477	\$297,707	
SPORTS	17	11,125	3,345	\$4,641,640	
Total Definite Bookings:	24	11,950	372	\$4,950,465	

Lost Business					
	Dates	Attendance	Rm Nts	Ec. Impact	
MEETINGS AND CONVENTIONS	3	550		\$210,001	
SPORTS	1	1,000		\$864,710	
Total Lost Business:	4	1,550	1,881	\$1,074,711	

Meetings Held					
	Dates	Attendance	Block	Pickup	Ec. Impact
GROUP TOUR	1	45	0	0	\$5,559
MEETINGS AND CONVENTIONS	1	250	200	0	\$92,648
SPORTS	6	3,050	1,485	330	\$1,426,772
Total Meetings Held	8	3,345	200	330	\$1,524,978

Fayetteville Visitor's Center Sales Date Comparison

1/1/2015 to 2/28/2015

1/1/2016 to 2/29/2016

Department	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
Souvenirs	0	0.00	0.00	0.00	0.00	11	29.00	58.23	50.20	29.23
Food Accessories	0	0.00	0.00	0.00	0.00	20	121.50	260.06	53.28	138.56
Fayettechill	1	15.00	30.00	50.00	15.00	0	0.00	0.00	0.00	0.00
Jewelry	1	5.00	12.95	61.39	7.95	0	0.00	0.00	0.00	0.00
Accessories	2	8.00	16.00	50.00	8.00	3	4.50	9.00	50.00	4.50
	4	0.00	29.98	100.00	29.98	0	0.00	0.00	0.00	0.00
Consignment	5	85.00	96.00	11.46	11.00	28	358.45	472.70	24.17	114.25
Books	7	90.00	138.70	35.11	48.70	9	117.00	86.85	-34.72	-30.15
Clothing	12	103.25	120.00	13.96	16.75	1	19.00	10.00	-90.00	-9.00
Sili Pints	20	120.00	200.00	40.00	80.00	11	66.00	110.00	40.00	44.00
Holiday	20	75.25	70.15	-7.27	-5.10	41	153.92	115.09	-33.74	-38.83
Razorback	47	193.22	289.10	33.16	95.88	18	105.34	199.26	47.13	93.92
Local Non-Food	48	237.76	408.39	41.78	170.63	29	46.71	406.49	11.49	359.78
Local Food & Drink	133	182.11	356.89	48.97	174.78	111	143.51	239.18	40.00	95.67
Postcard	190	27.35	52.63	48.03	25.28	207	34.08	85.25	60.02	51.17
	490	1,141.94	1,820.79	37.28	678.85	489	1,199.01	2,052.11	34.26	853.10

Fayetteville Visitor's Center Sales Date Comparison

2/1/2015 to 2/28/2015

2/1/2016 to 2/29/2016

Department	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
Souvenirs	0	0.00	0.00	0.00	0.00
Food Accessories	0	0.00	0.00	0.00	0.00
Jewelry	1	5.00	12.95	61.39	7.95
	1	0.00	1.50	100.00	1.50
Fayettechill	1	15.00	30.00	50.00	15.00
Accessories	2	8.00	16.00	50.00	8.00
Consignment	2	36.00	40.00	10.00	4.00
Books	3	30.00	58.90	49.07	28.90
Clothing	6	51.00	79.00	35.44	28.00
Holiday	9	39.25	27.44	-43.04	-11.81
Sili Pints	14	84.00	140.00	40.00	56.00
Local Non-Food	15	46.98	110.49	57.48	63.51
Razorback	26	95.22	146.70	35.09	51.48
Postcard	81	12.03	20.19	40.42	8.16
Local Food & Drink	86	129.36	242.56	46.67	113.20
	247	551.84	925.73	40.39	373.89

Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
5	9.50	19.25	50.65	9.75
8	63.00	132.11	52.31	69.11
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00
1	1.50	3.00	50.00	1.50
21	204.45	291.20	29.79	86.75
5	60.00	22.50	-166.67	-37.50
1	19.00	10.00	-90.00	-9.00
22	96.00	56.82	-68.95	-39.18
7	42.00	70.00	40.00	28.00
18	34.61	78.49	98.60	2,443.88
9	68.00	143.89	52.74	75.89
147	24.19	59.50	59.34	35.31
67	91.01	151.59	39.96	60.58
312	713.26	1,038.35	79.26	2,725.09

2/1/2016
10:08 AM

Clinton House Museum Sales Date Comparison January 2015 to January 2016

	1/1/2015 to 1/31/2015	1/1/2015 to 1/31/2015	1/1/2015 to 1/31/2015	1/1/2015 to 1/31/2015	1/1/2015 to 1/31/2015	1/1/2016 to 1/31/2016	1/1/2016 to 1/31/2016	1/1/2016 to 1/31/2016	1/1/2016 to 1/31/2016	1/1/2016 to 1/31/2016
Department	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
ADMISSION	89	0.00	601.00	100	601.00	149	0.00	1,056.00	100	1,056.00
BRICK SPONSORSHIP	0	0.00	0.00	0	0.00	7	0.00	350.00	100	350.00
SCARF	0	0.00	0.00	0	0.00	1	17.97	28.95	37.93	10.98
OUTFIT	0	0.00	0.00	0	0.00	1	9.82	15.95	38.43	6.13
MAGNET	7	7.00	21.00	66.67	14.00	5	4.25	9.75	56.41	5.50
POSTCARD	9	2.25	4.50	50	2.25	18	4.50	9.00	50	4.50
BOOK	6	30.96	73.29	57.76	42.33	1	2.21	2.95	25.08	0.74
STICKER	1	0.00	1.00	100	1.00	0	0.00	0.00	0	0.00
COOKIE CUTTER	1	0.70	1.75	60	1.05	0	0.00	0.00	0	0.00
POSTER	1	2.37	3.95	40	1.58	0	0.00	0.00	0	0.00
PROGRAM	1	2.97	4.95	40	1.98	0	0.00	0.00	0	0.00
MONEY CLIP	1	3.00	5.00	40	2.00	0	0.00	0.00	0	0.00
TOY	1	3.00	5.00	40	2.00	0	0.00	0.00	0	0.00
BUMPER STICKER	3	2.85	6.75	57.78	3.90	0	0.00	0.00	0	0.00
BUTTON	2	0.00	5.90	100	5.90	0	0.00	0.00	0	0.00
MOUSEPAD	1	0.00	9.95	100	9.95	0	0.00	0.00	0	0.00
DANA TIGER	1	0.01	15.00	99.93	14.99	0	0.00	0.00	0	0.00
TSHIRT	5	13.76	109.75	87.46	95.99	0	0.00	0.00	0	0.00
HAT	0	0.00	0.00	0	0.00	1	10.50	5.00	-110	-5.50
	<u>129</u>	<u>68.87</u>	<u>868.79</u>	<u>92.07</u>	<u>799.92</u>	<u>183</u>	<u>49.25</u>	<u>1,477.60</u>	<u>96.67</u>	<u>1,428.35</u>

Clinton House Museum Sales Date Comparison

Department	2/1/2015 to 2/28/2015					2/1/2016 to 2/29/2016				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
ADMISSION	88	0.00	402.00	100.00	402.00	164	0.00	913.00	100.00	913.00
BOOK	3	22.93	22.93	0.00	0.00	4	11.21	21.88	48.77	10.67
BUMPER STICKER	4	3.80	9.00	57.78	5.20	2	2.45	4.25	42.35	1.80
BUTTON	2	0.00	4.95	100.00	4.95	4	10.53	15.00	29.80	4.47
DONATION	1	0.00	50.00	100.00	50.00	0	0.00	0.00	0.00	0.00
DUCK	1	9.30	12.95	28.19	3.65	0	0.00	0.00	0.00	0.00
LICENSE PLATE	0	0.00	0.00	0.00	0.00	1	6.00	10.00	40.00	4.00
MAGNET	1	1.00	3.00	66.67	2.00	2	2.00	6.00	66.67	4.00
PIN	2	10.74	21.90	50.96	11.16	2	5.18	9.90	47.68	4.72
PLATE	0	0.00	0.00	0.00	0.00	1	1.37	5.00	72.60	3.63
POSTCARD	7	1.75	3.50	50.00	1.75	21	3.06	10.50	70.86	7.44
POSTER	1	2.37	3.95	40.00	1.58	1	2.37	3.95	40.00	1.58
PUZZLE	0	0.00	0.00	0.00	0.00	1	6.90	12.95	46.72	6.05
TOY	1	5.97	9.95	40.00	3.98	0	0.00	0.00	0.00	0.00
TSHIRT	3	21.71	45.90	52.70	24.19	1	8.19	15.00	45.40	6.81
	114	79.57	590.03	86.51	510.46	204	59.26	1,027.43	94.23	968.17

Fayetteville Visitors Bureau

January, 2016

Total publications mailed: 1769

- Insiders guides – 1601
- Trails map – 150
- Ale trail passport – 18

Total leads by source:

- Texas Monthly – 9
- Travelinformation.com – 172
- Travelguidesfree.com – 608
- Telephone – 5
- Southern Living – 10
- Midwest Living – 350
- Email – 30

Top 5 Addresses Mailed to by State

1. IL (96)
2. TX (72)
3. MO (73)
4. MI (60)
5. AR (56) / OH (56)

Fayetteville Visitors Bureau

February, 2016

Total publications mailed: 1140

- Insiders guides – 1008
- Trails Map – 1
- Ale Trail Passport – 1
- City Map – 1
- NATA Guide – 1
- Bottle Opener – 1
- Crystal Bridges – 3
- Walmart Museum – 3
- Driving Tour – 3
- Razorback Transit – 1
- Ozark Transit – 1
- Visual Arts – 1
- Clinton House History – 2
- Botanical Gardens – 3
- Clinton House – 103
- Beaver Lake – 2
- WAC Season – 2
- Theatre 2 – 1
- A&M rail - 2

Total leads by source:

- Travelguidesfree.com – 530
- Telephone – 3
- Southern living – 4
- Midwest living – 259
- Email – 65
- Mail - 2

Top 5 Addresses Mailed to by State

1. IL (81)
2. MO (66)
3. OH (37) / FL (37)
4. MI (41)
5. IN (32)

Week	Facebook Likes (ExpFay)	Facebook Reach (ExpFay)	People Engaged (ExpFay)	Instagram followers	Twitter followers	Facebook Likes (Clinton)	Facebook Reach (Clinton)	People Engaged (Clinton)	Facebook Likes (1st Thurs)	Facebook Reach (1st Thurs)	People Engaged (1stTh)	Facebook Likes (Towncenter)	Facebook Reach (Towncenter)	People engaged (TC)	Facebook Likes (Ale Trail)	Facebook Reach (Ale Trail)	People Engaged (Ale Trail)	Facebook Likes (FVC&GS)	Facebook Reach (FVC&GS)	People Engaged (FVC&GS)
Dec 28 - Jan 3	24,977	16,740	1,155	-	-	6,717	903	42	4,717	35	9	1,877	11,706	1,016	1,626	325	16	339	50	4
Jan 4 - Jan 10	24,982	7,001	296	-	-	6,716	1,956	83	4,721	39	8	1,880	5,728	358	1,630	810	42	342	137	6
Jan 11 - Jan 17	24,976	13,780	661	-	-	6,722	1,201	72	4,719	73	10	1,886	1,181	60	1,630	527	25	343	21	4
Jan 18 - 24	24,971	2,797	111	-	-	6,720	6,052	394	4,717	38	7	1,893	40,373	3,043	1,638	282	28	343	82	4
Jan 25 - Jan 31	24,990	9,787	531	-	-	6,715	184	17	4,719	67	10	1,898	14,610	1,018	1,640	155	18	345	61	3
Feb 1 - Feb 7	25,001	4,069	203	-	-	6,711	567	18	4,720	105	19	1,905	2,517	2,517	1,645	166	15	346	24	1
Feb 8 - Feb 14	25,066	39,131	1,996	-	-	6,707	5,071	267	4,724	26	12	1,911	5,123	389	1,649	87	15	354	51	8
Feb 15 - Feb 21	25,161	36,187	1,980	-	-	6,704	5,628	194	4,727	53	15	1,915	39,560	2,996	1,651	214	23	361	107	14
Feb 22 - Feb 28	25,180	5,593	167	9,871	6,200	6,703	2,076	193	4,744	187	27	1,921	22,647	1,406	1,654	681	14	363	21	2

