Organization/Event	Event Date	Expected Attendance	Amount Requested	Commission Approved	Prior Awards Funding Total	# of years funded	Approx. Overnight Stays	Potential Economic Impact	Enhance Overall Image	Organization overall Budget Submitted	Directors Recommendation
Artist's Laboratory Theatre - Secret Life of Downtown Fayetteville	Ongoing		$7,500		**$10,500**	**3**			**Enhance Visitor Exp**	**yes**	**$7,500**
All Sports Production - Fayetteville Half Marathon	October 29 - 30, 2016	1,750	$7,500		**$39,500**	**5**			**Local appeal**	**yes**	**$1,500**
Arkansas Forestry Association	October 4 - 6, 2016	250+/-	$7,500		**$0**	**0**	**500**		**Meetings & Conventions**	**yes**	**$3,200**
Arts Live Theatre - Summer & Fall 2016 Season	August 1 - November 1, 2016	5,000 - 7,000	$5,000		**$8,000**	**5**			**Arts & Culture**	**yes**	**$5,000**
City of Fayetteville - Keep Fayetteville Beautiful	Year-round		$5,000		**$0**	**0**			**Art Fundng Project $5k**	**yes**	
City of Fayetteville - Square 2 Square Bike Ride	September 10,2016	900	$6,650		**$500**	**1**			**Local appeal**	**yes**	**$750**
Fayetteville Disc Assn - Harvest Moon Ultimate Tournament	October 29 - 30, 2016	750	$5,000		**$500**	**1**				**no**	
Fayetteville Film Fest	September 6-10, 2016	2,500	$12,500		**$12,000**	**2**			**Ehance Film image**	**yes**	**$5,400**
Fayetteville Firefighters' Assn - Hero Half Marathon	October 9 -10, 2016	300-500	$5,000		**$7,500**	**2**	**250**		**Local Charities**	**yes**	**$632**
Fayetteville Oldtime Music and Dance - Square Dance	Monthly - Year round	60	$1,050		**$600**	**1**			**Local appeal**	**yes**	**$1,050**
Folk School of Fayetteville	August 25 - 28, 2016	1500-2000	$41,500		**$0**	**0**				**no**	
Institute of Electrical and Electronics Engineers (IEEE)/4th Workshop on Wide Bandgap Power Devices and Applications	November 6 - Novembr 9, 2016	150-200	$8,300		**$0**	**0**	**525**		**M&C and tourism image**	**yes**	**$8,300**
Natural State Burial Association - Death Fest	October 27 - November 1, 2016	1,000	$5,000		**$0**	**0**			**New Event**	**yes**	**$1,755**
NWA Creative Arts Network - Last Night Fayetteville	December 31, 2016 - January 1, 2017	2000+	$14,000		**$52,500**	**5**			**Local Appeal abd Tourist op**	**yes**	**$7,500**
NWA Creative Arts Network - Last Saturday Fayetteville	Monthly - Last Saturday of the Month		$8,256		**$1,000**	**1**			**Local appeal**	**yes**	**$1,000**
Oktoberfest	September 18, 2016	500 - 3,500	$9,600		**$9,000**	**2**				**no**	
Phat Tire Cycling Club - Junior Diabetes Research Foundation - Banded Suffering	October 1 ,2016	900-1000	$6,000		**$1,500**	**0**			**Outdoor cycling**	**yes**	**$2,300**
Project Teacher NWA - Game It Forwarding	March 3-4, 2017		$9,000		**$0**	**0**			**Local Charities**	**yes**	**$6,900**
Soldier ON Service Dogs, Inc. Dickson Street Slide	Sunday, August 28, 2016	25,000	$27,110		**$0**	**0**			**Event and Tourism**	**yes**	**$5,600**
Terra Studios	Year-round	50,000	$43,839		**$0**	**0**			**Enhance Tourism and GT Mkting**	**yes**	**$11,634**
Walton Arts Center - 2016 Holiday Programming Series	November 19 - December 31, 2016		$25,000		**$188,675**	**12**			**Enhance Visitor and event draw**	**yes**	**$14,000**
			$260,305	**$0**	**$331,775**						**$84,021**

Organization/Event	Total Funding	Notes & Specific Funding Categories
Artist's Laboratory Theatre - Secret Life of	$7,500	This is a great tool for Fayetteville visitors. This would save the CVB the research component. This is a great fit for A&P funding - A&P logo on ap
All Sports Production - Fayetteville Half	$1,500	Toward ad placement with the A&P logo on the ad
Arkansas Forestry Association	$3,200	TC rental and total $2,500 priting with A&P logo
Arts Live Theatre - Summer & Fall 2016 Season	$5,000	Our logo in all printed materials - total is $6,200 for ad placement an season brochure
City of Fayetteville - Keep Fayetteville	Art funding $5,000	1st project on Art funding program
City of Fayetteville - Square 2 Square Bike Ride	$750	$750 for rental of TC plaza - this event show possibe profit of $1,985 and they have ultiple giveaways - date may not be available at TC and the $25 per person fee is not including in budget revenue (2015 had 723 paid participants)
Fayetteville Disc Assn - Harvest Moon Ultimate		
Fayetteville Film Fest	$5,400	Banner Hang $700 - Digital ads $1,500 - Indoor banners 1x fee $500 - Brochure $500 - Program $1,100 - Printed Mterials $1,100 - $5,400 with A&P logo
Fayetteville Firefighters' Assn - Hero Half Marathon	$632	Photography and the give CVB photos to use
Fayetteville Oldtime Music and Dance - Square Dance	$1,050	$1,050 marketing to establish connections locally in hopes of attracting a future state event
Folk School of Fayetteville		
Institute of Electrical and Electronics Engineers (IEEE)/4th Workshop on Wide Bandgap Power Devices and Applications	$8,300	$1,500 meeting space - $1,200 event space - $5,000 transportation to event space and $600 for pre approved marketing materials with A&P logo
Natural State Burial Association - Death Fest	$1,755	$1,700 F Underground rental - $100 poster design - $175 posters - $180 banners - $300 advertising with A&P logo
NWA Creative Arts Network - Last Night Fayetteville	$7,500	$4,500 TC rental (no incidentals) - $1,500 printed materials - $1,500 for tv spot production with A&P logo
NWA Creative Arts Network - Last Saturday Fayetteville	$1,000	This is the same group as Last night Fayetteville - the poster is a good long term investment $500 for and design and $500 toward printing
Oktoberfest		
Phat Tire Cycling Club - Junior Diabetes Research Foundation - Banded Suffering	$2,300	Posters $600 - Banners $400 - $300 signage - $1,000 radio printed materials with A&P logo
Project Teacher NWA - Game It Forwarding	$6,900	$5,450 TC - $500 Ad BGG - $250 LR Radio ad - $250 Tulsa or Joplin Radio ad - $50 AR School Guide and $400 F Flyer
Soldier ON Service Dogs, Inc. Dickson Street Slide	$5,600	$600 Dickson St. Poster - $5,000 for event ads on radio, tv and newspaper with A&P logos
Terra Studios	$11,634	$3,295 (1/2) AR Tour Guide - $1,200 (1/2) FB ads - $2,970 Group Tour Magazines - $4,169 for BB at state entry points
Walton Arts Center - 2016 Holiday Programming Series	$14,000	$6,800 (1/2) radio and tv - $5,300 print advertising - $1,900 posters, banners and brochures with logo

Date of Application: March 31, 2016

Name of Organization: Artist's Laboratory Theatre

Address: 1 West Mountain

City:Fayetteville ***State:*** AR ***Zip:*** 72701

Phone: 405-535-6652

Year Organization was established: 2010

Meeting/Event Name: *Secret Life of Downtown Fayetteville*

Year Established: 2016 ***Frequency (i.e. semi-annual, etc.):*** ***ongoing***

Meeting/Event Director: *Erika Wilhite*

Phone: 405-535-6652 ***Email:*** erika@artlabtheatre.com

Meeting/Event Start Date: *May 29* ***Meeting/Event End Date:*** *ongoing*

Meeting/Event Location: *Fayetteville Square*

Funds Requested: $7500

Will this funding decide the meeting/event location? No.

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary.

Artist's Laboratory Theatre (ALT) requests support for the creation of an interactive website to be accessed from smartphones during a walking tour throughout the Fayetteville Square. ALT is honored to be one of fourteen projects selected throughout the state by the Department of Heritage to commemorate "Heritage Month. The month-long, state-wide festival focuses on the theme "ARKANSAS ARTS: CELEBRATING OUR CREATIVE CULTURE." To showcase the heritage of the downtown square of Fayetteville, ALT is creating, "The Secret Life of Downtown Fayetteville," an MP3 play inspired by the historical context and architecture of downtown Fayetteville. Audiences will listen to the play through headphones on a smart phone or tablet as they go on a "theatrical walking tour, " during which audiences hear soundscapes of music and conversations from the past, as well as narrative inspired by the history of each location stop on the tour, which include outdoor locations, such as sidewalks, alleys, and parking parking garages, and also inside several downtown businesses,such as Odom Law Firm, Chamber of Commerce, and Tim's Pizza, due to their historical significance. Audiences will also follow the action of the play based on what they are seeing through the smart phone. The

interactive website will also show old photographs of specific locations of the downtown square. The MP3 play will lead audiences through the streets, alleys, and buildings within a ¼ mile radius of the downtown area. The experience will be interactive, in that audiences will respond to instructions on how to solve clues, like in a scavenger hunt, focusing on the "nooks and crannies" around the downtown square. An added layer of audience interaction will leave its lasting imprint because it will exist on the Secret Life Tours website—a map of the square containing every audience upload of photographs, comment and reflections, and other uploads they are encouraged to do during the tour. This added "performance" will exist as community-curated gallery, a map of the intimate thoughts and perspectives of the people that experience the tour, creating a type of "digital palimpsest," with the potential to grow and live on as local legacy.

"The Secret Life of Downtown Fayetteville" is an imaginative telling of the complex and meaningful events of the downtown area. For nearly 200 years, downtown Fayetteville has been the heart of the city, the center for meetings, markets, parades and rallies. It has been burned down, shot at, blown away, and even deliberately destroyed in the name of progress. We will debut the play during Heritage Month, but audiences can continue to download a self-guided version of the play ongoing. "The Secret Life of Downtown Fayetteville" is the first in a series of Secret Life Tours ALT will create that re-imagine the history, story, and Place. Inspired by similar projects that are representative of a national trend in theatre and tourism—

- MP3 Experiment (http://improveverywhere.com/missions/the-mp3-experiments/)
- Museum Hacks (https://museumhack.com/)
- Smart Phone Plays (http://howlround.com/smartphone-plays-a-new-theatrical-genre)
- Interactive Google Map "galleries" (http://www.publicartboston.com/map/node)
- Theatre using technology to redefine audience and performance relationships and interactions. (http://www.seriouswonder.com/exciting-digital-theatre-created-google-hangout/

ALT will launch the premiere of Secret Life of Downtown Fayetteville on May 29 at 2 PM with a reception and public performance to celebrate Arkansas Heritage Month. On this day an added layer of live performance will be integrated into the experience.

How many people outside of Fayetteville will be exposed to your project and how will you do that?

The Heritage Month event is advertised through Department of Heritage, whose PR arm reaches across the state. ALT will distribute tour brochures throughout Northwest Arkansas.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

In addition to a formal announcement to the press and ALT social media followers, ALT will place the A & P logo on every printed piece of marketing, the ALT Company website, as well as the Secret Life Tours website.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

The audio tour will be created with the funds from the Heritage Month grant in the amount of $4000. Due to the narrow budget, ALT would need to forgo the interactive web face that allows the audience to: learn about the tours, purchase a self-guided MP3 tour year round, upload photos, videos, and comments throughout the MP3 Tour, and ultimately will provide a community-curated gallery of all past Secret Life tour uploads, which will appear on the site as a map of downtown Fayetteville.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

Yes, $4000 in *May 2015.*

Archetype
831 S. School Ave
Fayetteville AR 72701
United States

ARCHETYPE

Secret Life Tour
Erika Wilhite

Estimate #	AP129
Estimate Date	March 31, 2016
Estimate Total (USD)	**$7,500.00**

Item	Description	Unit Cost	Quantity	Line Total
Branding 2016	Branding Exploration for Secret Life Tour - Primary and secondary marks - Primary and secondary fonts - Color palette option - Usable file formats	100.00	25	2,500.00
Web Design 2016	- Wordpress CMS - Responsive design (mobile, tablet, desktop) - eCommerce compatibility - Paid content portal to host interactive content (maps/audio/video) - YouTube player - Blog functionality - Contact forms - Social and newsletter integrations - Google functions (maps, analytics, webmaster) - Basic SEO template setup and meta descriptions *Content (copy and photos) to be provided prior to development (Archetype can develop copy and identify photography for additional fees) Next Steps: - Creative direction identified - Site map development - Initial timeline for development - Development - Review - Changes - hosting/domain setup - Migration and launch * Typical development time is one month	100.00	45	4,500.00

	pending when content and revisions are provided.			
General Design 2016	Marketing Brochure - Mission (provided by SLT) - Map	100.00	5	500.00

Estimate Total (USD)	**$7,500.00**

Terms

This is only an estimate and should be regarded as a guide. Archetype will bill actual time invested in all project at the agency rate of $100/hr. If scope or key parameters of the project changes, Archetype will issue an updated estimate accordingly. Client will appoint one contact to communicate the Client's needs.

For projects totaling 1500 dollars or less, full payment is due before commencement of project. For all other projects, half of all estimated fees are due before commencement of project unless otherwise agreed. The remainder is due upon completion of project or within 30 days of submission of proof to client. All payments are non-refundable

If you have any questions about the information in this estimate or need clarification, please do not hesitate to call us anytime at 479-595-8581 or send us an e-mail at hi@archetypepro.com.

By accepting this estimate you are verifying that you are an authorized representative of your organization with power to make executive decisions, and you're agreeing to the terms and payment requirements stated above. Receipt of down payment also constitutes acceptance of these terms. This quote is valid for 30 days. You may print this form for your records.

Artist's Laboratory Theatre

FISCAL YEAR 2016 OPERATIONS BUDGET

1. BUDGET SUMMARY

INCOME	Budgeted FY16	YTD FY16
CONTRIBUTED		
CORPORATIONS	$23 500	$16 346
INDIVIDUALS	$2 500	$1 494
GOVERNMENT	$18 000	$15 990
FOUNDATIONS	$0	$0
SPECIAL EVENTS	$1 500	$0
IN-KIND	$2 049	$0
CONTRIBUTED INCOME TOTAL	$45,549	$33 830
EARNED		
TICKET SALES & PRODUCTION FEES	$9 500	$9 500
OUTREACH EARNED REVENUE	$2 500	$0
MISC EARNED REVENUE	$200	$60
EARNED INCOME TOTAL	$12,200	$9,560
TOTAL INCOME	**$57,749**	**$43,390**
EXPENSE		
ARTISTIC	$10 104	$10 011
PRODUCTION	$19 083	$11 629
OUTREACH	$100	$0
MARKETING & AUDIENCE SERVICES	$4 025	$1 925
DEVELOPMENT	$1 400	$234
INSTITUTIONAL SUPPORT	$18 388	$12 696
IN-KIND	$2 049	$0
FIXED ASSET PURCHASES	$0	$0
DEPRECIATION EXPENSE	$0	$0
TOTAL EXPENSE	**$55,150**	**$36,496**
SURPLUS/(DEFICIT)	**$2,599**	**$6,893**

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 27 2013

THE ARTISTS LABORATORY THEATRE
33 E 4TH ST
FAYETTEVILLE, AR 72701

Employer Identification Number:
80-0868670
DLN:
17053042363013
Contact Person:
ROGER W VANCE ID# 31173
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
July 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
November 8, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

THE ARTISTS LABORATORY THEATRE

Sincerely,

Holly O. Paz

Holly O. Paz
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

THE ARTIST'S LABORATORY THEATRE

Board President

Josh Davis	1777 W. Preservation Drive Fayetteville, AR, 72703	C: 479-252-1829 E: joshua.p.davis49@gmail.com

Vice President

Laurie Marshall	1106 Ranch Drive in Springdale Springdale, AR 72762	C: 479-790-278 E: l.m.marshall@hotmail.com

Treasurer

Elliott James	1831 N. Greenvalley Ave. Fayetteville, AR 72703	C: 816-896-5955 E: Elliott@theatre2.org
Catherine Baker	405 E. Dickson St Fayetteville, AR 72701	C: 479-970-5900 E:baker.mcatherine@gmail.com

Secretary

Kylee Hansen	1777 W. Preservation Drive, Fayetteville, AR, 72703	C: 479-426-2916 E: kynohansen@gmail.com
Rachna Khare	7453 Brompton Street Houston TX 77025	C: 832-660-7923 E: rachna.khare@gmail.com
Alisa Williams	1462 Timbercrest Dr. Fayetteville, AR 72703	C: 479-387-0174 E: paulandmama@yahoo.com

Advisory Board

Morgan Hicks	693 S Block Ave Fayetteville, AR 72701	C: 479-409-7587 E: Morgan@theatre2.org

2016 Fayetteville A & P Commission Funding Request

1. Name of organization/event, tax status and tax identification number.
   - **All Sports Productions, For Profit, 05-0561939**
2. Contact person with complete address, phone number and e-mail address
   - **Bruce Dunn, 1629 S. River Meadows Dr, Fayetteville, AR 72701. 479-521-7766, bruce@misterguy.com**
3. Purpose of event and proposed use of funds generated by organization/event
   - **Sporting Event. Promote other events and for profit**
4. Period of operation or event date
   - **October 29/30, 2016**
5. Location or event site
   - **John McDonnell Outdoor Track Complex**
6. Brief background of organization and history of event
   - **All Sports Productions is a sports event management and consulting company formed in 2002. All Sports Productions promotes cycling, running, duathlons, triathlons, adventure racing and other outdoor events. The goal of the company is to produce races at the highest standards which are locally, regionally and nationally recognized events with a festival-like atmosphere. The mission of each event is to engage new participants and spectators in a healthy, multi-sport lifestyle.**
   - **The Fayetteville Half Marathon's inaugural event was 2010. The feedback we received in 2011 was very positive considering that 2010 was a record-setting cold snap for December. We were glad to show an increase over the initial year given the brutal cold conditions could have negatively impacted our numbers. 2012 was a great year, as we had 913 runners from 19 states. This was a 25 increase over 2011.**
   - **2013 was a horrible year... financially, publicity and weather. No other way to state it.**
   - **2014 - 850 runners.**
   - **2015 - 590 runners.**
7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.
   - **2015:**
     - **590 TOTAL registrations, 350 family/friends;**
     - **174 from outside 727 zip code (95 from outside the state)**
   - **2014:**
     - **850 participants, 700 family/friends, 10 states. Numbers derived from registration statistics. 2014: 250 outside the 727 zip code, 200 outside the state. Numbers derived from registration statistics**
8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?
   - **Depending on the course...runners utilize Lake Fayetteville and surrounding areas OR through the UofA campus finishing inside the McDonnell Outdoor Track Complex are all key elements which make this event a winner.**
9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure
   - ***Regionally/Nationally***
     - **Advertising in the 13-state region at events prior to the race**

- **Attending other event expos**
- **ArkansasRunner.com**
- **Active.com:**
  - **Email campaign to over 20,000 athletes in a 8 plus state region**
  - **Direct email campaign to regional athletes**

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)
    - **See attachment**
11. Funding request: State specific amount requested and what funds will be used for
    - **$7,500**
    - **Advertising media production costs**
    - **Vendor expos**
    - **Email campaigns through national advertisers**
    - **Ad placements in printed and web publications**
12. Describe how this request meets the criteria of uses of A & P funds
    - **This event and its uniqueness bring people from outside the region to Fayetteville.**
13. Will your project/event influence visitors from outside of Fayetteville to visit our community? **Yes.** If yes, what is your estimate of
    - Number of visitors to Fayetteville:
      - **1,750: 1,250 participants, 500 family/friends**
    - Number of visitors to Washington County
      - **Same as above**
    - Number of visitors outside a 100 mile radius of Fayetteville
      - **1,000**
14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?
    a) **Lodging, restaurant and shopping revenue all a result of the event.**
    a) **Half Marathons are the fastest growing running event in the country. All shapes and sizes can compete and finish a half marathon.**
    b) **Continued profitability of All Sports Productions to produce current events and to have the opportunity to create new events which attract a greater and more diverse group of people**
    c) **Each event that All Sports Productions produces receives feedback from the community (volunteers, businesses, city staff, etc)**
    d) **Registration statistics and participant questionnaires**
15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.
    - **This has become one of the cornerstones of All Sports Productions' events. We practice the following:**
      - **Online registration only**
      - **Shirt options (opting in or out) are given to each participant**
      - **Solar power will be used where possible to lower energy use**
      - **Bulk race supplies to reduce packaging**
      - **Recycling race supplies**
      - **Donating food and supplies to local charities**
      - **Non-dated race medals and awards**
      - **Electronic race results**

- **Reduced use of print advertising**
- **Encouraging car pooling**
- **Use of low-emission race vehicles**
- **Use of electric all-terrain vehicles when possible**
- **Recycling receptacles placed in key locations.**

16. Describe how event will be altered if A & P funding is not secured.
    - **Less regional and national advertising.**
    - **Since this event is in its infancy, there is a necessity to insure an immediate impact on the running community. There are literally thousands of events and therefore a greater amount of advertising and promotion is needed to register on the athlete's radar.**
17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy (this is not counted in the 4 page limit.)
    - **See attachment**

EVENT HIGHLIGHTS:

- **October date with more likelihood of good weather and less conflict with two other major running events (Dallas and Memphis) which were are in early December.**
- **No UofA football game. It's a bye weekend and will be an added boost to the economy in the fall season.**
- **Marketing and promotion of the trail system**

Fayetteville A&P name and logo will appear in the following areas of the event:

- Featured in all national promotions
- Mentions in all press releases
- Athlete and Event guide
- Course banner space
- 1 - ½ page ad in Citiscapes Metro Monthly
- Social media
- Event posters
- Event website
- PA announcement recognition
- Race t-shirt
- Pre & post-race event recognition
- Racer and volunteer goody bag

1:49 PM
03/31/16
Accrual Basis

All Sports Productions, Inc.
Profit & Loss by Class
January through December 2015

	FayettevilleHalf
Ordinary Income/Expense	
Income	
Entry fees	
Discounts	-1,108.75
Reimbursement	-130.00
Entry fees - Other	35,598.00
Total Entry fees	34,359.25
Merchandise Sales	4,313.44
Sponsorship	20,500.00
Vendor Expo	825.00
Total Income	59,997.69
Cost of Goods Sold	
Event Expenses	
Advertising	6,615.51
Contract Labor	907.50
Donation & Tithing	1,000.00
Emergency Services	2,157.73
Event Permit Fees	300.00
Law Enforcement Support	134.92
Mileage	115.00
Participants	228.94
Porta Potties	1,738.65
Printing	661.03
Tent & Barricade Rental	1,788.09
Timing Services	2,474.00
Truck Rental	393.28
Total Event Expenses	18,514.65
Merchandise	
T-shirts	
Screen Charge	339.68
Screen Printing	673.44
T-shirts - Other	1,905.41
Total T-shirts	2,918.53
Total Merchandise	2,918.53
Prizes & Purse	
Awards	
Mailing Fees	-7.70
Awards - Other	7,234.87
Total Awards	7,227.17
Total Prizes & Purse	7,227.17
Volunteers	
Volunteer Meals	338.93
Volunteer T-shirts	234.32
Total Volunteers	573.25
Total COGS	29,233.60
Gross Profit	30,764.09
Net Ordinary Income	30,764.09
Net Income	**30,764.09**

1:49 PM
03/31/16
Accrual Basis

All Sports Productions, Inc.
Profit & Loss by Class
January through December 2015

	FayettevilleHalf
Ordinary Income/Expense	
Income	
Entry fees	
Discounts	-5,000.00
Entry fees - Other	54,000.00
Total Entry fees	49,000.00
Merchandise Sales	4,500.00
Sponsorship	15,000.00
Vendor Expo	1,200.00
Total Income	69,700.00
Cost of Goods Sold	
Event Expenses	
Advertising	12,000.00
Contract Labor	1,200.00
Donation & Tithing	1,500.00
Emergency Services	3,300.00
Event Permit Fees	750.00
Law Enforcement Support	1,500.00
Mileage	150.00
Participants	950.00
Porta Potties	1,750.00
Printing	1,500.00
Tent & Barricade Rental	2,250.00
Timing Services	2,500.00
Truck Rental	450.00
Facility Rental Fees	5,500.00
Total Event Expenses	29,800.00
Merchandise	
T-shirts	
Screen Charge	450.00
Screen Printing	900.00
T-shirts - Other	2,250.00
Total T-shirts	3,600.00
Total Merchandise	3,600.00
Prizes & Purse	
Awards	
Mailing Fees	25.00
Awards - Other	8,500.00
Total Awards	8,525.00
Total Prizes & Purse	8,525.00
Volunteers	
Volunteer Meals	350.00
Volunteer T-shirts	400.00
Total Volunteers	750.00
Total COGS	42,675.00
Gross Profit	27,025.00
Net Ordinary Income	27,025.00
Net Income	**27,025.00**

Date of Application: 3/14/2016

Name of Organization: Arkansas Forestry Association

Address: 1213 West Fourth Street

City: Little Rock *State: Arkansas* *Zip: 72201*

Phone: 501-374-2441

Year Organization was established: 1947

Meeting/Event Name: 2016 AFA Annual Meeting

Year Established: 1945 *Frequency (i.e. semi-annual, etc.): Annually*

Meeting/Event Director: Jennifer Lambert Johnson

Phone: 501-374-2441 office / 501-920-8140 mobile *Email: jjohnson@arkforests.org*

Meeting/Event Start Date: 10/4/2016 *Meeting/Event End Date: 10/6/2016*

Meeting/Event Location: Chancellor Hotel, Fayetteville, with an off-site event at the Fayetteville Town Center

Funds Requested: $7,500.00

Will this funding decide the meeting/event location? Although the Hotel and Town Center have been contracted for this event, this funding may play a component while planning future events. Cost is always a barrier when planning meetings, especially when they are not in close proximity to the home office.

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary.
The AFA Program Committee and staff have put together an outstanding agenda for the 71st Annual Meeting, scheduled for October 4-6, 2016, at the Chancellor Hotel in Fayetteville. Every aspect of this conference is designed to support AFA's vision to be the respected leader and credible information source for all issues related to forestry.

The meeting format—two nights and three days—will provide participants networking and educational opportunities. On Tuesday, October 4, we will have recreational events including golf at Fayetteville's Stonebridge Meadows and skeet & trap shooting (looking for a local vendor), forest management and ethics training for foresters, an AFA Board of Directors meeting, and a reception in the exhibitor area, followed by dinner on your own. Wednesday is a full day of general sessions, with topics touching on every aspect of forestry. At the end of the day, we will adjourn and travel to the Fayetteville Town Center for a catered dinner from Catfish John's and entertainment. The meeting concludes Thursday morning with a unique showcase of AFA award winners and their contributions to our community.

The funding received from this grant will assist with the promotional materials for this meeting; including the printing and mailing fees for the promotional materials, printing of programs, meeting signage, catering and rental fees for the Fayetteville Town Center.

We will aslo be requesting coupons/promotional materials from the CVB to put in attendees packets to encourage meeting attendees to visit Fayetteville's many attractions and restaurants.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
On average, the conference audience is comprised of 250+/- attendees, which includes executives from forest product companies, private and corporate landowners, forestry consultants, state and federal agency personnel, industry suppliers and vendors, loggers, hunt club members and others who have a vested interest in healthy, productive forests. Historically, there are very few people from NW Arkansas who attend our events, as most forest industry is in the southern-most part of the state.

The event is promoted through several types of contact:

- *Direct mail (registration brochure) & (exhibitor contact)*
- *The AFA website (arkforests.org)*
- *TreeTalk, the AFA monthly newsletter*
- *TreeMail, the AFA weekly enewsletter*
- *Social media: Facebook, Twitter, Instagram, Flickr & Linkedin*
- *Trade association listings & newsletters*
- *Press releases*
- *Media interviews for key-note speakers*

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
One-fourth page ad in annual meeting program
Logo on A/V materials at annual meeting
Name and logo recognition on all annual meeting promotional material
Business listing on conference website with link to website

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
We will not be receiving grants from other sources, however, as it gets closer to the meeting, we will be trying to reach out to the forest industry businesses to secure sponsorships for the event.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
No A & P funding has been received by AFA.

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☑ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: _____ ***Date:*** 3/17/2016
Meeting/Event Planner

2016 AFA Annual Meeting Budget

Receipts:	**Budget**
Registrations	$31,000
Sponsors	$20,000
Exhibitors	$9,000
AFA Shirts	$100
Golf	$1,760
Skeet	$840
Other	$500
Total Receipts	**$63,200**
Expenditures:	
Fayetteville Town Center - rental	$700
Catering	$4,000
Beverages	$750
Golf	$2,200
Skeet	$800
Hotel Charges - Meeting room charges, AV, Food, Staff Rooms	$22,000
Speaker Hotel Rooms	$1,500
Speaker Travel	$500
Speaker Gifts	$300
Awards and Plaques	$850
Name Tags, Lanyards	$125
Shirts	$100
Printing	
Registration brochure & mailing	$1,400
Sponsor/Exhibitor packet & mailing	$500
Sponsor/Exhibitor Signage	$600
Décor, candy, etc.	$500
Meeting insurance	$750
Promotional items	$750
Misc.	$1,000
Total Expenditures	**$39,325**

ARKANSAS FORESTRY ASSOCIATION
Voice of Forestry
1213 West 4th Street
Little Rock, AR 72201
501-374-2441 • 501-374-6413 fax
www.arkforests.org

March 14, 2016

To whom it may concern:

Attached you will find the exemption letter and notification of non-profit status dated 8/30/1956. Our employer identification number is 71-0262084 and our exemption code is 501(c)6.

The name of our organization was changed in 1971 to the Arkansas Forestry Association.

If you have any questions, please feel free to contact me.

Many thanks,

Jennifer Lambert Johnson
Director of Business Administration

August 30, 1956

Perry: vwo

W. E. Tiller, President,
Arkansas Wood Products Assn.,
4109 Lee Avenue,
Little Rock, Arkansas

In re: Allowance of Exemption
under Section 101(7)
I. R. C. of 1939 and Section
501(c)(6)IRC of 1954
where 990 required.

Gentlemen:

It is the opinion of this office, based upon the evidence presented, that you are exempt from Federal Income Tax under the provisions of Section 101(7) IRC of 1939 and Section 501(c)(6) IRC of 1954.

Accordingly, you are not required to file income tax returns unless you change the character of your organization, the purposes for which you were organized or your method of operation. Any such changes should be reported immediately to the District Director of Internal Revenue, Little Rock, Arkansas, in order that their effect upon your exempt status may be determined.

You are required, however, to file an information return, Form 990, annually, with the District Director of Internal Revenue, Little Rock, Arkansas, so long as this exemption remains in effect. This form may be obtained from the Director and is required to be filed on or before the fifteenth day of the fifth month following the close of your annual accounting period.

Very truly yours,

(SIGNED) OLIN S. GODWIN
(LBS)

Olin S. Godwin,
District Director,
Internal Revenue

January 20, 1976

Exempt Organization Group
Internal Revenue Service
1100 Commerce St.
Dallas, Texas 75202

Gentlemen:

Please send a duplicate copy of our exemption letter dated 8/30/56. Our Employer identification number is 71-0262084 and our exemption code is 501 (c) (6). Thank you. The name of our organization was changed in 1971 and you might show it on the exemption letter as Arkansas Wood Products Association.

Sincerely,

Mrs. Susan Glaze

sg

2016 BUDGET
ARKANSAS FORESTRY ASSOCIATION

	2015 Projection	2016 Budget
Receipts:		
Rent Income	6,000	6,000
Member Dues	338,343	338,500
Interest	150	150
Tree Farm Administration	7,080	7,000
Meetings	88,006	80,000
Other income	12,549	12,500
Total Receipts	452,128	444,150
Expenditures:		
OFFICE EXPENSE		
A. Supplies		3,000
B. Postage		3,500
C. Newsletters		7,250
D. Telephone		2,300
E. Equip. Purchases/Rental/Maintenance		6,500
F. Credit Card/Bank Charges		4,750
G. Telephone & Internet		2,500
Total Office Expense	30,500	29,800
BUILDING EXPENSE		
A. Interest Expense	11,420	11,000
B. Supplies	42	500
C. Utilities	3,400	3,500
D. Prop/Real Estate Taxes	3,029	3,050
E. Insurance	2,708	2,700
F. Repairs/Maintenance	1,220	1,500
MEMBERSHIP	4,038	5,000
MEMBERSHIP DATABASE	5,295	5,500
SUBSCRIPTIONS & DUES	1,892	2,000
AUTO INSURANCE	1,750	1,800
AUTO INTEREST EXPENSE	140	1,000
AUTO REPAIRS/MAINT.	575	500
GOVERNMENT RELATIONS	882	3,000
AUDIT	2,900	2,900
PROFESSIONAL LIABILITY INSURANCE	1,659	1,700
WORKERS COMP INSURANCE	1,100	1,100
EMPLOYEE FRINGE BENEFITS	59,865	61,012
PAYROLL EXPENSE – Taxes	14,433	15,247
PAYROLL EXPENSE - Salaries	189,112	199,307
TRAVEL	14,150	14,000
MEETINGS	46,328	42,000
CONTINGENCY	892	1,000
PAYROLL SERVICES	600	600
TOTAL BUDGET	**397,930**	**409,716**

2016 ARKANSAS FORESTRY ASSOCIATION BOARD OF DIRECTORS

(* denotes Past President; + denotes USDA liaisons & special non-voting)

Bill Abernathy	ArborGen, Inc.	Bluff City
Aubra Anthony, Jr.	Anthony Forest Products	El Dorado
*John Ed Anthony	Anthony Timberlands Inc.	Hot Springs
*Steve Anthony	Anthony Timberlands Inc.	Bearden
Steve Barham	Anthony Forest Products	El Dorado
*Allen Bedell	Circle B Logging	Hot Springs
*James Bibler		Russellville
+Reggie Blackwell	Ozark-St. Francis NF	Russellville
David Brazeale	Brazeale Lumber	Sparkman
Terry Bryant	Landowner	Charleston
Dru Burford	Georgia-Pacific Corp.	Crossett
Ben Carothers	International Paper	Texarkana
David Cassels	BTG Pactual	Monticello
David Cawein	Green Bay Packaging	Morrilton
Gary Churchill	Landowner	Dover
Mary Clapp	Stevens Forestry	El Dorado
*Peggy Clark	Clark Timberlands	Hot Springs
Mike Cooley	Weyerhaeuser Co.	DeQueen
Tom Crowder	Bragg Land Co.	Camden
*O. H. Darling		Crossett
Bryan Davis	Davis DuBose Forestry Consultants	Little Rock
*Ray Dillon	Deltic Timber Corp.	El Dorado
Brad Dreyer	Hancock Forest Management	Hope
Mary Elizabeth Eldridge	The Ross Foundation	Arkadelphia
*Thomas Faust	Faust Band Sawmill	West Helena
+*Joe Fox	Arkansas Forestry Commission	Little Rock
Terry Freeman	West Fraser	Russellville
Joe Friend	Retired, AR Forestry Commission	Crossett
John W. Gann	Landowner	England
Ben Garner	Clearwater Paper	Warren
Ed Givens	Landowner	Bearden
*Glenn Gray	Georgia-Pacific Corp.	Crossett
Robert Gray	Potlatch Corp.	Warren
John Grigsby	Toler Lumber	Leola
Doug Grimmett	Larson & McGowin Inc.	El Dorado
Caroll Guffey	UAM	Monticello
+Jim Guldin	U. S. Forest Service	Hot Springs
Steve Hanley	Plum Creek	Farmerville LA
Karl Hansen	Resource Management Service	Sheridan
Greg Hay	Crop Production Services	Conway
Robert Head	IberiaBank	Little Rock
John Hearnsberger	Landowner	Hot Springs
Jim Hefley	Clark Timberlands	Rison
Darwin Hendrix	Landowner/Banker	Antoine
Ryan Hendrix	Green Bay Packaging	Danville
Van Hendry	Evergreen Packaging	Pine Bluff

*Harold Humphries		West Monroe
Mark Karnes	Ross Foundation	Arkadelphia
*Miles Lacy	Green Bay Packaging Inc.	Morrilton
Rex Lawrence	Lawrence Land & Timber	Glenwood
Ernest Lovett	Larson & McGowin Inc.	Boles
*John McEntire		Shreveport
Thomas McGill	Landowner	Camden
Roger Mangham	The Nature Conservancy	Little Rock
Tommy Maxwell	Maxwell Hardwood Flooring	Monticello
Scott Milburn	Deltic	Wilmar
Douglas Miller	Weyerhaeuser Co.	DeQueen
*Allen Morgan	Hunter-Wasson	Arkadelphia
Larry Nance	Retired, AR Forestry Commission	Conway
John David Neeley	Neeley Forestry	Camden
Chris Nelson	Deltic Timber	El Dorado
Robert Parkes	Parkes Cattle Co., Inc.	Dover
Roland Partain	Anthony Timberlands Inc.	Bearden
David Pattison	Interfor Corp.	Monticello
*Ron Pearce		Fairview, TX
Mike Pennington	L. D. Long, Inc.	Monticello
Tom Post	West Fraser	Monticello
Pete Prutzman	Kingwood Forestry	Arkadelphia
Charles Purtle	Landowner	Prescott
Peter Remoy	Plum Creek Timber	Crossett
+George Rheinhardt	NRCS	Little Rock
Steve Richardson	Richardson Wood Co.	Warren
Rick Rodenroth	Domtar Industries	Ashdown
Scott Rowland	Neill Forestry	Magnolia
Mack Smith	Idaho Timber	Carthage
Derrick Spinks	Ridgewood Timber	Batesville
Mike Staten	Anderson-Tully	Lake Village
Richard Stich	Plum Creek	Crossett
+Phil Tappe	School of Forest Resources	Monticello
Bobby Taylor	Taylor & Lunsford Land & Timber	Sheridan
Clark Tennyson	Clark Timberlands	Hot Springs
Tom Tomlinson	Molpus Timberlands	Monroe, LA
+Norman Wagoner	Ouachita National Forest	Hot Springs
John Wainscott	Weyerhaeuser Co.	Hot Springs
*R. V. Warner		Warren
Tammy Waters	Domtar Industries	Ashdown
Bruce Westerman	U.S. Representative, 4th District	Hot Springs
Ross Whipple	Whipple Family Lands	Arkadelphia
*Frank Wilson	Wilson Bros.	Rison
Harrell Wilson	Tri-W Logging	Rison
Rodney Wishard	Kingwood Forestry Services, Inc.	Monticello
Jim Woodruff	Landowner	Rogers

	First_Name	Last_Name	Suffix	Email_Address	Business	Address	City	State	Zip	Area Code	Phone
President	Peter	Prutzman		pprutzman@kingwoodforestry.com	Kingwood Forestry Services, Inc.	PO Box 65	Arkadelphia	AR	71923	870	246-5757
Vice-President	Steve	Hanley		steve.hanley@plumcreek.com	Plum Creek Timber Co., Inc.	1024 Sterlington Hwy	Farmerville	LA	71242	318	361-5602
Secretary	David	Cawein		dcawein@gbp.com	Green Bay Packaging, Inc.	P.O. box 711	Morrilton	AR	72110	501	354-2461
Treasurer	Robert	Gray		robert.gray@potlatchcorp.com	Potlatch Forest Holdings, Inc.	PO Box 390	Warren	AR	71671	870	226-1134
Executive Committee	Aubra	Anthony	Jr.	aanthony@anthonyforest.com	Canfor Southern Pine	PO Box 1877	El Dorado	AR	71731-1877	870	862-3414
Executive Committee	Steve	Anthony		santhony@windstream.net	Anthony Timberlands, Inc.	PO Box 137	Bearden	AR	71720	870	687-3611
Executive Committee	Allen	Bedell		allenbedell@sbcglobal.net		213 Arlington Park Ct.	Hot Springs	AR	71901	870	313-2580
Executive Committee	Mike	Cooley		mike.cooley@weyerhaeuser.com	Weyerhaeuser Co	1507 Hwy 70/71 E	DeQueen	AR	71832	870	642-1300
Executive Committee	Tom	Crowder		forestry@me.com	U.S. Trust Timberland Services	200 W. Capitol Ave., 3rd Floor	Little Rock	AR	72201	870	833-3214
Executive Committee	Ray	Dillon		ray_dillon@deltic.com	Deltic Timber Corp.	PO Box 7200	El Dorado	AR	71731-7200	870	881-9400
Executive Committee	Glenn	Gray		gegray@gapac.com	Georgia-Pacific, LLC	501 East First Ave.	Crossett	AR	71635	870	567-5198
Executive Committee	Greg	Hay		Greg.Hay@cpsagu.com	CPS - Timberland Division	PO Box 10192	Conway	AR	72034	501	908-2255
Executive Committee	Mark	Karnes		mark@rossfoundation.us		PO Box 335	Arkadelphia	AR	71923	870	246-9881
Executive Committee	Allen	Morgan		allenm@hunter-wasson.com	Hunter Wasson Timber Services, LLC	PO Box 246	Arkadelphia	AR	71923	870	246-6300
Board Member	Frank	Wilson		frankwilson@tds.net	Wilson Bros. Lumber Co.	8530 Hwy 35 North	Rison	AR	71665	870	325-7283
Board Member	William	Abernathy		whabern@arborgen.com	ArborGen Inc.	3890 Hwy 367 South	Camden	AR	71701	870	685-2562
Board Member	John	Anthony		jeanthony39@aol.com	Anthony Lands Limited Partnership	PO Box 20129	Hot Springs	AR	71903	501	262-5425
Board Member	Steve	Barham		sbarham@anthonyforest.com	Canfor Southern Pine	PO Box 1877	El Dorado	AR	71731	870	862-3414
Board Member	James	Bibler		lbibler@biblerlumber.com		207 Turnintine	Russellville	AR	72801	479	968-1308
Board Member	Reggie	Blackwell		r8.ozark.forinfo@fs.fed.us	Ozark-St. Francis	605 W. Main St.	Russellville	AR	72801		
Board Member	David	Brazeale		dgbrazeale@gmail.com	Brazeale Lumber Co., Inc.	1858 Hwy 128	Sparkman	AR	71763	870	678-2317
Board Member	Terry	Bryant		terryb166@yahoo.com		8517 Gatehouse Way	Fort Smith	AR	72916	479	222-5785
Board Member	Dru	Burford		daburfor@gapac.com		501 E. 1st Ave.	Crossett	AR	71635	870	567-5585
Board Member	Ben	Carothers		ben.carothers@ipaper.com	International Paper	10146 FM Road 3129	Queen City	TX	75571	903	799-3516
Board Member	David	Cassels		david.cassels@btgpactual.com	BTG Pactual	2005 Hwy 425 North, Ste. A	Monticello	AR	71655	870	367-3577
Board Member	Gary	Churchill		gvchurch@centurytel.net	Churchill Farms	PO Box 664	Dover	AR	72837	479	968-3497
Board Member	Mary	Clapp		mary@stevensforestry.com	Stevens Forestry Service, Inc.	PO Box 1994	El Dorado	AR	71731	870	863-5068

Board Member	Peggy	Clark		pjclark@cablelynx.com	Clark Timberlands	173 Tyler Cove	Hot Springs	AR	71913	501	525-2200
Board Member	D.H.	Darling		ohdpmd@windstream.net		1203 Chestnut Street	Crossett	AR	71635	870	364-5080
Board Member	Bryan	Davis		bdavis@davisforestry.com	Davis DuBose Knight Forestry & Real Estate, PLLC	PO Box 24633	Little Rock	AR	72221	501	219-8600, ext. 3
Board Member	Brad	Dreyer		bdreyer@hnrg.com		5701 Calhoon Trail	Texarkana	AR	71854	870	330-9060
Board Member	Mary Elizabeth	Eldridge		meeldridge@rossfoundation.us	The Ross Foundation	PO Box 335	Arkadelphia	AR	71923	870	246-9881
Board Member	Thomas	Faust		noreply@noreply.com	Faust Band Sawmill, Inc.	PO Box 3377	West Helena	AR	72390	870	572-2691
Board Member	Joe	Fox		joe.fox@arkansas.gov		3821 West Roosevelt Rd.	Little Rock	AR	72204	501	296-1941
Board Member	Terry	Freeman		tfreeman@biblerlumber.com		PO Box 1683	Russellville	AR	72811	479	968-4986
Board Member	Joseph	Friend		joe-friend@att.net		1206 Chestnut	Crossett	AR	71635	870	367-2050
Board Member	John	Gann	LFP	noreply@noreply.com		8700 Riley Dr., Apt. 328	Little Rock	AR	72205	501	492-3123
Board Member	Ben	Garner		ben.garner@clearwaterpaper.com	Clearwater Paper Corp	PO Box 150	Warren	AR	71671	870	226-4274
Board Member	Ed	Givens		edgivens1944@gmail.com		615 Dallas 226	Sparkman	AR	71763	870	687-3611
Board Member	John	Grigsby		johngrigsby@windstream.net	H. G. Toler & Son Lumber Co.	PO Box 125	Leola	AR	72084	870	765-2211
Board Member	Doug	Grimmett		dgrimmett@larsonmcgowin.com	Larson & McGowin, Inc.	295 Airport Road	Monticello	AR	71655	870	224-0490
Board Member	Caroll	Guffey	Jr.	guffey@uamont.edu		P.O. Box 612	Sheridan	AR	72150	870	9423074
Board Member	James	Guidin		jguidin@prodigy.net		6509 Cantrell Road	Little Rock	AR	72207	501	623-1180, ext. 103
Board Member	Karl	Hansen		khansen@resourcemgt.com	Resource Management Service, LLC	120 Resource Drive	Sheridan	AR	72150	870	942-5125 x222
Board Member	Robert	Head		robert.head@iberiabank.com	IberiaBank	5800 R Street	Little Rock	AR	72207	501	748-1256
Board Member	John	Hearnsberger		johnhearnsberger@gmail.com		321 Whispering Hills Street	Hot Springs	AR	71901		
Board Member	James	Hefley		clarktimber@locc.com	Clark Timberlands	1203 Pine St.	Arkadelphia	AR	71923	870	245-2169
Board Member	Darwin	Hendrix		darwin.hendrix@bankofdelight.net	Hendrix Land Corporation	PO Box 36	Antoine	AR	71922	870	887-2661
Board Member	Ryan	Hendrix		rhendrix@gbp.com		PO Box 711	Morrilton	AR	72110	479	354-2461
Board Member	Van	Hendry		Van.Hendry@everpack.com	Evergreen Packaging, Inc.	602 North Hutchinson Street	Pine Bluff	AR	71602	870	247-3101
Board Member	Harold	Humphries		noreply@noreply.com		126 Lemont	West Monroe	LA	71291	318	396-6380
Board Member	Miles	Lacy		hmlacy462@gmail.com		7 Carl Hoelzeman Ln.	Morrilton	AR	72110	501	354-2461
Board Member	Rex	Lawrence		lawrencelit@windstream.net	Lawrence Land & Timber	PO Box 389	Glenwood	AR	71943	870	356-3721
Board Member	Ernest	Lovett		elovett@larsonmcgowin.com	Larson & McGowin, Inc.	21512 Hwy 71 S	Boles	AR	72926	870	304-9419

Board Member	Roger	Mangham	rmangham@tnc.org	The Nature Conservancy	601 N. University Ave.	Little Rock	AR	72205	501	614-5089
Board Member	Thomas	Maxwell	diane@maxwellhw.com	Maxwell Hardwood Flooring	190 Wilson Mill Rd.	Monticello	AR	71655	870	367-2436
Board Member	John	McEntire	jmcentire1@bellsouth.net		526 Amethyst Cir.	Shreveport	LA	71115-2901		
Board Member	Thomas	McGill	twmcgill@cablelynx.com		440 Washington NW	Camden	AR	71701	870	836-2151
Board Member	Scott	Milburn	scott.milburn@hotmail.com		912 Rock Springs Rd.	Wilmar	AR	71675	870	881-6461
Board Member	Douglas	Miller	douglas.miller@weyerhaeuser.com	Weyerhaeuser Co.	1507 Hwy 70/71 E	DeQueen	AR	71832	870	642 1300
Board Member	Larry	Nance	arkforester@gmail.com	Ozark Forest Management Services	PO Box 1145	Conway	AR	72033	501	514-4577
Board Member	John	Neeley	jdneeley@neeleyforestryservice.com	Neeley Forestry Service, Inc	915 Pickett St.	Camden	AR	71701	870	836-5981
Board Member	Chris	Nelson	chris_nelson@deltic.com	Hartsugg Hunting Club	90 Miller Point Road North	Quitman	AR	72131	870	918-1930
Board Member	Robert	Parkes	rs_parkes@hotmail.com	Parkes Timber and Wetlands Mgmt. Inc.	PO Box 333	Dover	AR	72837-0333	479	967-8603
Board Member	Roland	Partain	rpartain@windstream.net	Anthony Timberlands, Inc.	PO Box 137	Bearden	AR	71720	870	687 3611
Board Member	David	Pattison	david.pattison@interfor.com	Interfor Corp.	211 Old Troy Road	Monticello	AR	71655	870	224-7130
Board Member	Ron	Pearce	noreply@noreply.com		946 Scenic Ranch Circle	Fairview	TX	75069	972	972-363-2432
Board Member	Mike	Pennington	mpennington@ccc-cable.net	L.D. Long, Inc.	P.O. Box 501	Monticello	AR	71657	870	367-5881
Board Member	Tom	Post	tom.post@westfraser.com	West Fraser, Inc.	P.O. Box 490	Russellville	AR	72811	479	968-4010
Board Member	Charles	Purtle	charjanepurtle@yahoo.com	Purtle Land Company	188 Nevada 265	Prescott	AR	71857	870	887-5662
Board Member	Peter	Remoy	peter.remoy@plumcreek.com	Plum Creek	338 Ashley 276 Road	Hamburg	AR	71646	870	567-5467
Board Member	George	Rheinhardt	george.rheinhardt@ar.usda.gov	NRCS	Federal Building	Little Rock	AR	72201	501	301-3143
Board Member	Steve	Richardson	aatimber@sat-co.net	AA Land & Timber	159 Highway 160 East	Hermitage	AR	71647	870	463-2643
Board Member	Richard	Rodenroth	richard.rodenroth@domtar.com	Domtar Industries, Inc.	285 Hwy 71 South	Ashdown	AR	71822	870	898-2711 x 26156
Board Member	J. Scott	Rowland	nfci@sbcglobal.net	Neill Forestry Consultants	P.O. Box 519	Magnolia	AR	71754	870	234-1167
Board Member	Mack	Smith	msmith@idahotimber.com	Idaho Timber Corp.	322 N. Oak	Carthage	AR	71725	870	254-2213
Board Member	Derrick	Spinks	delahose@yahoo.com	Ridgewood Timber Corporation	400 Runway Road	Batesville	AR	72501	870	793-7105
Board Member	Mike	Staten	mikestaten@andersontully.com		PO Box 761	Lake Village	AR	71653	870	265-2747
Board Member	Richard	Stich	richard.stich@plumcreek.com		PO Box 717	Crossett	AR	71635	870	567-5018
Board Member	Philip	Tappe	tappe@uamont.edu		PO Box 3468	Monticello	AR	71656	870	460-1452
Board Member	Bobby	Taylor	taylun@windstream.net	Taylor & Lunsford Land & Timber	175 Grant 167077	Sheridan	AR	72150	870	942-3280

Board Member	Roger	Taylor	rtaylor@campbellglobal.com	Campbell Global	1080 River Oaks Drive, Suite A-220	Flowood	MS	39232	601	483-9068
Board Member	Clark	Tennyson	clark.tennyson@gmail.com	Clark Timberlands	1203 Pine Street	Arkadelphia	AR	71923		
Board Member	Tom	Tomlinson	ttomlinson@molpus.com	The Molpus Woodlands Group, LLC	3424 Medical Park Drive, Suite 5	Monroe	LA	71203	318	324-9068
Board Member	Norman	Wagoner	nwagoner@fs.fed.us		PO Box 1270	Hot Springs	AR	71902	501	321-5202
Board Member	John	Wainscott	John.wainscott@weyerhaeuser.com	Weyerhaeuser Company	PO Box 244	Jessieville	AR	71949	501	624-8107
Board Member	R.V.	Warner	noreply@noruply.com		PO Box 510	Warren	AR	71671	870	226-5858
Board Member	Tammy	Waters	tammy.waters@domtar.com	Domtar Industries, Inc.	285 Highway 71 S	Ashdown	AR	71822	870	898-2711, EXT. 26635
Board Member	Bruce	Westerman	bwesterman@mseco.com		PO Box 1399	Hot Springs	AR	71902	501	321-2276
Board Member	Ross	Whipple	rwhipple@horizoncapitalmgmt.com	Whipple Family, LP	PO Box 515	Arkadelphia	AR	71923	870	246-8070
Board Member	Harrell	Wilson	hwilsontriw@tds.net	Tri-W Logging Co., Inc.	8530 Hwy 35 North	Rison	AR	71665	870	325-7283
Board Member	Rodney	Wishard	rwishard@kingwoodforestry.com	Kingwood Forestry Services, Inc.	PO Box 1290	Monticello	AR	71657	870	367-8567
Board Member	Jim	Woodruff	jawoodruff1@cox.net		2201 Coyote Trail	Rogers	AR	72758	479	636-1180

Date of Application: 3/31/2016

Name of Organization: Arts Live Theatre

Address: 818 North Sang Avenue

City: Fayetteville *State: Arkansas* *Zip: 72701*

Phone: 479.521.4932

Year Organization was established: 1984

Meeting/Event Name: Arts Live Theatre Summer & Fall 2016 Season

Year Established: 2016 *Frequency (i.e. semi-annual, etc.): Annual*

Meeting/Event Director: Mark Landon Smith

Phone: 479.521.4932 *Email: marksmith@artslivetheatre.com*

Meeting/Event Start Date: 8/1/2016 *Meeting/Event End Date: 11/1/2016*

Meeting/Event Location: Arts Live Theatre, 818 North Sang Avenue, Fayetteville, AR 72701. Global Campus Theatre, 2 East Center Street, Fayetteville, AR 72701.

Funds Requested: $5,000

Will this funding decide the meeting/event location? **If A & P funding is not secured, the event will be funded by any other funding sources Arts Live Theatre can procure. Arts Live Theatre will produce programming on a very modest budget; however, because at least 51% of the students we will serve will be low-income, we must seek external funding to cover production and advertising costs to avoid placing a financial barrier against students wishing to participate. If A & P funding is not secured, Arts Live Theatre will continue to seek support from other funders.**

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. **The purpose of event is to promote Arts Live Theatre 2016 fall and winter productions, which include one main stage and three second stage productions, featuring an approximate total of 150 children and youth throughout Northwest Arkansas. Funds generated by these events will be used to expand Arts Live Theatre programming and fund the Baum Scholarship program, which provides participation fees for underserved students.**

How many people outside of Fayetteville will be exposed to your project and how will you do that?
Patrons come from a 120 mile radius within the tri-state area and beyond including Little Rock, to Dallas, Texas, Louisiana, California and others. Arts Live Theatre productions draw an average of 5,000-7,000 patrons and provide a creative opportunity for over 350 young actors and technicians. Visiting patrons

have stayed with family and reserved rooms at The Chancellor Hotel, The Inn at Carnall Hall and others. The number of visitors to Fayetteville will be approximately 1,200; the umber of visitors to Washington County will be approximately 1,200, and the number of visitors outside a 100 mile radius of Fayetteville will be approximately 600.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
The Fayetteville A & P Commission will be credited in production programs, websites, email newsletters, on social media, producer posters, production tee shirts, production flyers, class and camp registrations forms, on television, on radio and in curtain speeches for each production.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
Arts Live Theatre receives season support from the Center Stage Donor Program of approximately $6,000.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
January, 2011-$1,000
January, 2012-$2,000
January, 2013-$2,000
January, 2014-$2,000
January, 2015-$2,550

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☑ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: _____ ***Date:*** 3.31.16
Meeting/Event Planner

Arts Live Theatre 2(2016-2017 Budget

UNEARNED INCOME			FY 17
Individual Support			$ 12,000.00
IndieGoGo			$ 5,000.00
Corporate			$ 800.00
Foundations			$ 10,000.00
Government:			
	GOS Grant		$ 6,000.00
	Mini Grant		$ 1,000.00
TOTAL			$ 34,800.00

EARNED INCOME			FY 17
ALT Classes	Fall 2016		$ 5,000.00
	Spring 2017		$ 5,500.00
	Spring Break 2017		$ 650.00
Mini-Workshops	Fall 16		$ 500.00
	Spring 17		$ 500.00
Summer Camps		Jul-16	$ 2,500.00
		Aug-16	$ 800.00
		Jun-17	$ 2,500.00
ALT Theme Parties			$ 2,000.00
Pre School Playhouse			$ 1,000.00
OM Boot Camp			$ 500.00
Costuming			$ 1,000.00
Resource Donation			$ 1,000.00
Signature Event			$ 15,000.00
Special Events:	ALTY Awards		$ 1,200.00
	St. Paul's		$ 200.00
Interest Earned			$ 15.00
Other Income			$ 3,300.00
Single Ticket Sales			$ 34,500.00
Production Participation Fees			$ 28,000.00
Program Ads			$ 2,200.00
DVD Sales			$ 200.00
Concession Sales			$ 80.00
Merchandise Sales			$ 200.00
T-Shirt Sales			$ 300.00
Scholarship App. Fees			$ 250.00
TOTAL			$ 108,895.00
TOTAL INCOME			$ 143,695.00

EXPENSE	FY 16

Adminstrative Personnel:			
	Executive Director	$	37,400.00
	Intern	$	3,000.00
	Admin. Director	$	6,500.00
Payroll Taxes (Federal & State)		$	14,000.00
Unemployment		$	225.00
Insurance		$	2,100.00
Contract Labor-Tech.:			
	Directors	$	9,000.00
	Tech. Director	$	1,400.00
	Costumer	$	2,250.00
	Set Designer	$	1,000.00
	Mus. Dir./Reh. Accomp.	$	1,000.00
	Choreographer	$	1,000.00
Contract Labor-Faculty:			
	Instructors	$	7,000.00
Other Professional Fees:			
	Accounting	$	500.00
	Other	$	500.00
TOTAL		$	86,875.00
Administration			
	Office Supplies	$	500.00
	Class Supplies	$	150.00
	Ink	$	1,000.00
	General Supplies	$	800.00
	DVD/CD Expense	$	100.00
	Telephone	$	2,100.00
	Storage Rent	$	700.00
	Gas, Electric, Water	$	5,500.00
	Subscription & Dues	$	1,000.00
	Food & Beverage	$	200.00
	Charity Donations		
	Cost of Goods Sold	$	50.00
	Entertainment		
	Credit Card Svc. Fee	$	1,500.00
	Building Furnishings	$	300.00
	Miscellaneous Expenses	$	300.00
	Sang Maintenance	$	-
	Sang Move In	$	3,000.00
	Capital Expenses	$	200.00
TOTAL		$	20,300.00

Advertising & Marketing			
	Website/Email	$	600.00
	Postage	$	700.00
	Copying & Printing	$	1,600.00
	Ad Placement	$	3,200.00
	Banner Expense	$	500.00
	Constant Contact	$	500.00
	Season Brochure	$	3,000.00
TOTAL		$	10,100.00
ALTY Awards			
	ALTY Award Expense	$	400.00
TOTAL		$	400.00
Production Expenses			
	Script & Score	$	3,500.00
	Sets	$	2,500.00
	Costumes	$	1,500.00
	Props	$	400.00
	Light/Sound	$	600.00
	Royalties	$	6,000.00
	T-Shirt Expense	$	2,500.00
	Performance Space	$	6,000.00
	Truck/Trailer Rental	$	350.00
	Production Merch. Exp.	$	-
	Misc. Production Expense	$	2,670.00
TOTAL		$	26,020.00
TOTAL EXPENSES		$	143,695.00

Arts Live Theatre 2016-2017 Marketing Budget

Website/E-mail	$550
Postage	$700
Copying & Printing	$1,600
Ad Placement	$3,200
Constant Contact	$450
Season Brochure	$3,000
Production Banners	$500
TOTAL	$10,000

ARTS LIVE THEATRE, INC.

BOARD OF DIRECTORS – 2015-2016

Godwin Charles Ogbeide, *President*
P.O. Box 4162
Fayetteville, AR 72702
(479) 443-5683
leadershipconsultant@yahoo.com

Jessica Capps, *Vice-President*
2984 Watercrest St.
Springdale, AR 72764
(479) 935-8253
jessicakcapps@gmail.com

Christopher Spencer, *Treasurer*
1108 N. Hillcrest Avenue
Fayetteville, AR 72703
(479) 530-4943
christopher@ozarksunbound.com

Katherine Calaway, *Secretary*
2388 Covington Park Blvd.
Fayetteville, AR 72703
(479) 587-9514
Kalaway3@yahoo.com

Shawna Thorup
2314 N. Thistle Drive
Fayetteville, AR 72704
(479) 445-7200
mrsthorup@gmail.com

Kari Whisenhunt
3053 E. Inwood Lane
Fayetteville, AR 72701
(479) 301-2243
kari@whisinvest.com

artment of the Treasury
ternal Revenue Service

MEMPHIS, TN 37501

In reply refer to: 4916721048
June 16, 1997 LTR 147C
71-0599469 0000 00 000
01789

ARTS LIVE THEATRE INC
PO BOX 4362
FAYETTEVILLE AR 72702-4362629

Employer Identification Number: 71-0599469
IRS Control Number:

Dear Taxpayer:

This letter confirms that your employer identification number (EIN) as shown on our records is 71-0599469 and your name as shown on our records is Arts Live Theatre Inc

Please attach a copy of this letter to a copy of the "B" Notice you received and return both items to the payer(s) who requested verification of your EIN.

If you have any questions about this letter, please write to us at the address shown at the top of the first page of this letter. If you prefer, you may call the IRS telephone number listed in your local directory. An employee there may be able to help you, but the office at the address shown on this letter is most familiar with your case.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( )_____ Hours_____

We apologize for any inconvenience we may have caused you, and thank you for your cooperation.

Sincerely yours,

Della A. Sanford

Della A. Sanford
Chief, Correspondence Section

Enclosure(s):
Copy of this letter

Date of Application: 3/31/2016

Name of Organization: Keep Fayetteville Beautiful

Address: 113 W. Mountain

City: Fayetteville ***State: AR*** ***Zip: 72701***

Phone: 479-718-7685

Year Organization was established: 2012

Meeting/Event Name: Public Art Graffiti Reduction Program

Year Established: 2013 ***Frequency (i.e. semi-annual, etc.): on-going***

Meeting/Event Director: Brian Pugh

Phone: 479-718-7685 ***Email: bpugh@fayetteville-ar.gov***

Meeting/Event Start Date: 3/31/2016 ***Meeting/Event End Date: 12/31/2017***

Meeting/Event Location: Utility Boxes in Fayetteville

Funds Requested: 5,000

Will this funding decide the meeting/event location? no

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. See attached sheet for answers to this question

How many people outside of Fayetteville will be exposed to your project and how will you do that?
Since this project is not an event it is difficult to answer this question but the project will enhance the experience of visitors to Fayetteville by showcasing local artists. Furthermore, the project will deter individuals from tagging electrical boxes and bridges. Graffiti will be replaced with local art from individuals, schools and institutions showing the diversity and pride in the City of Fayetteville.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
This project meets the criteria of uses of A&P funds in the categories of supporting the local arts and the city's overall public image. The A&P will be funding local artists who are eliminating graffiti vandalism on electrical

boxes and bridges and replacing the graffiti with diverse artistic expression and cultural and historical significance by using multi-generational collaboration, which emphasizes the image of diversity of art and culture in Fayetteville. This program promotes beautification and the promotion of civic pride and reflects the best, most positive attributes of the City of Fayetteville.
This project is and will be displayed on the City web-page with a slide show of current completed boxes and artists that painted them. The project will be expanded and posted on the Fayetteville Police Departments Facebook account. Local media including television and print will be contacted in order to showcase the program. Information about these pieces of art and all art in Fayetteville can be accessed through the City of Fayetteville's Art Walk which is located at the following link: http://arcg.is/1Auqw5b. The A&P Commission will be credited in the outreach efforts.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
There are no other grants that have been received for this project. We will be seeking donations for funding from civic groups and businesses in order to keep the program solvent.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
We have not received funding from the A&P in the past.

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☒ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: Brian Pief
Meeting/Event Planner

Date: 3-31-16

Give a summary of your event and describe in detail how the funds will be used.

The purpose of these grant funds is to expand the Public Art/Graffiti Reduction Program that was started by Keep Fayetteville Beautiful and the Fayetteville Police Department. On average the Community Policing Division would have two officers spend about 8 hours a month cleaning off traffic box graffiti and about 8 hours painting over or cleaning graffiti off of bridges. The problem was that within that month, the boxes and bridges would be tagged again and would have to be cleaned again.

This program was brought to the Keep Fayetteville Beautiful Board by Corporal Daniel Montgomery from the Fayetteville Police Department. This type of program has been very successful in other cities around the country such as Tampa, Florida, Las Vegas, Nevada, and Castle Rock, Colorado for reducing graffiti and beautification efforts. This program is a CPTED (Crime Prevention through Environmental Design) strategy and has two advantages. First, it will reduce the amount of graffiti on utility boxes because it is an unwritten rule in the tagging world not to paint over someone else's art. Secondly, it enhances the beauty of the City and shows visitors that art is important in Fayetteville. The categories for artist submissions are native nature, recycling, Fayetteville heritage and abstract designs. Artist's submissions are reviewed and voted on by the Keep Fayetteville Beautiful Board of Directors.

The Fayetteville Police Department and Recycling and Trash Collection staff will spend about 10 hours (labor costs) for cleaning and priming traffic boxes and bridges. There will also be 10 hours spent after each painting is completed to clear coat the art work and display it on the web-pages and media outlets. Although we are asking to pay a small fee to the artists, most of their time will also be donated on this project. We will also do presentations to civic groups and ask for an in-kind donations for this project.

Keep Fayetteville Beautiful' s goal is to maintain the beauty of the city through showcasing local artists' work while eliminating unsightly graffiti. Research suggests that painting multi-colored designs or murals on surfaces will discourage graffiti, since tagging is more difficult. Please note that there has been no graffiti on any of the painted utility boxes in Fayetteville. Such mural projects, especially when they involve local artists and high school students, have solved many graffiti problems.

The Public Art/Graffiti Reduction Program also includes an educational art component involving two City of Fayetteville projects: the Mayors Monarch Pledge project and the Invasive Species project using local artists' paintings of native plants that would replace invasive species as well as paintings of the habitat and plants necessary for the life cycle of the monarch butterfly. By painting utility boxes and bridges with plants and flowers native to our region, we will be educating citizens and visitors on ways they can make a difference on saving the monarch butterfly as well as using native plants in place of invasive species. We have artists wanting to pursue these projects. We have also contacted both project coordinators for the Mayors Monarch Pledge project and the Invasive Species project. The Environmental Action Committee has been notified and is agreeable and excited about the partnerships.

Keep Fayetteville Beautiful would also expand from traffic boxes to include murals on a few bridges that get tagged on a regular basis. It should be noted that since the beginning of this program, no graffiti has been reported on the traffic boxes that have been completed. The funds from this grant would allow Keep Fayetteville Beautiful to pay the artist's a modest fee for doing the work. The funds would also be used to purchase supplies such as paint, brushes, tape, and other items used in the project. The project

to this point has been a volunteer project and funds collected so far are from donations from civic groups and businesses. Pictures of the completed boxes to date can be found at http://www.fayetteville-ar.gov/1337/Keep-Fayetteville-Beautiful. There are three boxes in the process of being completed.

Keep Fayetteville Beautiful Funding Request

1. **Organization Budget and Proposed Marketing/Event Budget**

Purposed budget: Each traffic/electrical box costs approximately $200 for paint and supplies. The estimated cost of each bridge is about $500.

Artists will be paid $200 for each box/electrical box and bridge artists will receive $500 for their work.

Budget 2016: In 2016 there are 5 traffic boxes identified to be completed and 3 bridges. We have remaining donations of $507.29 cents on gift cards from previous donations. Thus far in 2016 we have spent $63.08 on a previously approved box with two more approved boxes waiting to be painted.

Proposed 2016: Traffic boxes (5) – paint supplies $1,000, Artist fees $1,000- 5 approved boxes

Bridges (3) – paint supplies $1,500, Artist fees $1,500

Total proposed budget $5,000.

2. **List of Board of Directors, including name position, business address, phone, fax, and email**

See attached list from the Fayetteville City Clerk

3. **Verification of your non-profit status (Please include IRS Documentation.**

The City of Fayetteville's tax status is Government/Incorporated. The tax identification number is 71-6018462.

Keep Fayetteville Beautiful Committee

DESCRIPTION: The Keep Fayetteville Beautiful Committee was created by Resolution 179-12 on September 4, 2012.

The Committee was created to facilitate the creation of a Keep Fayetteville Beautiful affiliate to work in coordination with Keep Arkansas Beautiful and Keep America Beautiful, and sunsetting the authorization for this committee upon incorporation of a private non-profit organization. Upon incorporation of a private non-profit organization by Keep Fayetteville Beautiful, the authorization for a City committee shall cease.

Pursuant to the requirements of the Arkansas Constitution, no City funds shall be appropriated or expended nor City labor used nor the benefit of any private non-profit purpose associated with Keep Fayetteville Beautiful, other than as consideration in a contract for public services.

TERMS: Staggered three-year terms

MEMBERS: The Committee shall be composed of seven (7) members.

APPOINTMENT: Citizen-at-Large terms are appointed by the Mayor.
(Do not advertise for these positions. Mayor appoints only)

CONTACT: Brian Pugh, Recycling and Trash Collection, 718-7685

PUBLIC NOTIFICATION: A weekly meetings list is prepared by the Office of the City Clerk Treasurer which is distributed to the press and posted on the City's web site: www.fayetteville-ar.gov

MEETING TIMES: Regular meetings are held quarterly on the third Thursday of the second month of the quarter at 1:00 p.m. in Room 326 at the City Administration Building.

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
City of Fayetteville

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ Government/Inc

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
113 W Mountain St

Requester's name and address (optional)

6 City, state, and ZIP code
Fayetteville, AR 72701

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number
7 1 – 6 0 1 8 4 6 2

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ Joanna Main Date ▶ 1-22-16

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Keep Fayetteville Beautiful Committee

Jane Steinkraus
828 Vandeventer Avenue
Fayetteville, AR 72701
479-521-9694 – Home
479-871-2466 – Cell
janesteinkraus@gmail.com
Replaced Scott Young
02/20/14-09/30/16 Unexpired Term

Steven H. Kay
1875 Main Drive
Fayetteville, AR 72704
595-3500 – Home
521-3334 – Business
steven@rockhouselaw.com
Replaced Marie Mitchell
02/19/14-09/30/16 Unexpired Term

Butch Clinton
2697 South College Drive
Fayetteville, AR 72701
479-442-6455 – Home
moppyc@sbcglobal.net
10/01/12-09/30/14 1st Term
10/01/14-09/30/17 2nd Term

Sue Madison
573 Rock Cliff
Fayetteville, AR 72701
479-283-4256 – Cell
mafeb23@gmail.com
04/01/13-09/30/14 Unexpired Term
10/01/14-09/30/17 1st Term

Cameron Baker
1627 North Oakland
Fayetteville, AR 72703
479-856-1625
cbaker@fayettevillear.com
Replaced Stephanie Lenogue
07/01/15-09/30/15 Unexpired Term
10/01/15-09/30/18 2nd Term

Connie Crisp
1040 East Rodgers Drive
Fayetteville, AR 72701
479- 263-7555
cocrisp@gmail.com
10/01/12-09/30/15 1st Term
10/01/15-09/30/18 2nd Term

Alan Ostner
312 South Block
Fayetteville, AR 72701
479-966-9415 – Home
387-7900 – Cell
Alan.ostner@yahoo.com
Replaced Cindi Cope
08/01/15-09/30/15 Unexpired Term
10/01/15-09/30/18 1st Term

Term end dates were assigned 11/30/12

Board was formed September 2012

Date of Application: 3/31/2016

Name of Organization: City of Fayetteville Parks and Recreation (FPR)

Address: 113 W. Mountain St.

City: Fayetteville ***State***: AR ***Zip***: 72701

Phone: 479-444-3463 or 479-444-3471

Year Organization was established: 1967

Meeting/Event Name: Square 2 Square Bike Ride

Year Established: 2015 ***Frequency***: Biannual (twice a year)

Meeting/Event Director: Tiffany Gaulke – Recreation Program Manager

Phone: 479-444-3463 ***Email***: tgaulke@fayetteville-ar.gov

Meeting/Event Start Date: 9/10/2016 ***Meeting/Event End Date:*** 9/10/2016

Meeting/Event Location: The event utilizes the Razorback Regional Greenway from Bentonville to Fayetteville, finishing at the Fayetteville Town Center Plaza.

Funds Requested: $6,650

Will this funding decide the meeting/event location? No

Give a summary of your event and describe in detail how the funds will be used.

The Square 2 Square Bike Ride is a partnership between Fayetteville's and Bentonville's Parks and Recreation departments. This community bike ride is held to: promote physical activity opportunities on the Razorback Regional Greenway (RRG), highlight alternative transportation, bring exposure to local businesses in both Fayetteville and Bentonville, and demonstrate connectivity between Northwest Arkansas (NWA) communities. The finisher's festival will be stationed in the Downtown Square district, showcasing the local farmers market as well as area restaurants, shops, and boutiques. Fayetteville hosts the finish line for the fall ride, thus on Saturday, September 10, 2016, the finisher's festival will take place on Fayetteville's downtown square. The event is 8am-3pm, however the finisher's festival is held on the Town Center Plaza for ride participants 11am-3pm. By hosting a fun ride on NWA's unique regional trail system, Fayetteville Parks and Recreation will encourage and increase bicycle tourism in Northwest Arkansas. ***(See attached document for more details)***

The projected expenses for the event are $12,500. This includes all promotional materials, participant items, and other necessary supplies. FPR is requesting A & P to assist with $6,650 worth of projected expenses that relate to the promotion of the ride and the finisher's festival that will be hosted in Fayetteville. Specifically, the requested funds would help to cover the printing cost of promotional items such as rack cards, posters, event banners, and event signage as well as the cost of participant t-shirts. The projected costs are $1,650 for printing and $5,000 for event t-shirts. We also ask for continued support for the use of the Town Center Plaza as our finisher's festival location. Receiving funding for this purpose would allow us to expand our reach to the four state area and better promote our bicycle tourism event which aligns with the A & P grants program mission to increase tourism and economic impact. ***(See attached document – Section #14)***

How many people outside of Fayetteville will be exposed to your project and how will you do that?

Approximately 650 of the projected 900 participants will be visitors to Fayetteville. This number is based on data from the 2015 event. Both Fayetteville Parks and Recreation and Bentonville Parks and Recreation promote the event, doubling the exposure to the public. Advertising and promotion will be done through press releases, social media, local news, and fliers. Social media includes Facebook, Instagram, and Twitter. Local news announcements will be done through local television stations and newspapers. Fliers will be distributed to local businesses, local bike shops, and cycling clubs in the four state area. Long-term marketing includes using the event t-shirts and finisher items given out to participants as advertising tools that can continually prompt word-of-mouth (WOM) promotion of the event and future event dates. As the event size increases, so will the indirect advertising, exposure, and WOM promotion through the visibility of event t-shirts and swag being worn and displayed by past participants. ***(See attached document – Section #7 and #10)***

Please state how you will credit Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

The Fayetteville A & P logo will be placed on the Square 2 Square event webpage, online registration webpage, printed materials, and t-shirts. Additionally, the Fayetteville A & P website will be listed on the online registration webpage. Credit will also be given via social media posts and on site announcements the day of the event. It is a top priority of FPR to give proper recognition to all entities that support our events and programs.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

This event is one of six events that make up the Fayetteville Race Series program. The operating budget for the race series as a whole is just $15,000. Divided among the six events, program funds in the amount of $2,500 are budgeted for the fall Square 2 Square Bike Ride. FPR has secured two sponsorships for the ride at this time totaling $4,335. The confirmed presenting sponsor is First National Bank of Northwest Arkansas ($4,000) and a confirmed event sponsor is Academy Sports+Outdoors ($335). It is anticipated that additional sponsorship will be received, however, it should be noted that the majority of past sponsorships have been in-kind donations.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

The inaugural Square 2 Square Bike Ride held in 2015 received $500 from Fayetteville A & P grant funding. At the time the request was made, the anticipated attendance was just 350-400. Actual event participation ended up being 723! This is one reason why the requested amount is greater this year.

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

TG ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: Tiffany Gaulke ***Date:*** 3/30/2016

Meeting / Event Planner

Operating Budget for Fall Square 2 Square Bike Ride

Income	
Confirmed Sponsorship	$ 4,335.00
Program Funds	$ 2,500.00
Anticipated Sponsorship	$ 1,000.00
A&P Commission Grant	*$ 6,650.00*
TOTAL PROJECTED FUNDS	**$ 14,485.00**

Expenses	
T-Shirts	$ 5,000.00
Medals	$ 3,200.00
Giveaway Item	$ 1,800.00
Printing	$ 1,650.00
Promotion	$ 350.00
Supplies (wristbands, food, aid)	$ 500.00
TOTAL PROJECTED EXPENSES	**$ 12,500.00**
Income less Expenses	*$ 1,985.00*

Fayetteville Race Series

2016 Operating Budget

Expense Category		FY2016
Supplies and Awards	*(shirts, awards, signage, food/bev, equip.)*	$ 10,500.00
Public Notification	*(advertisements)*	$ 1,200.00
Contract Services	*(race timing, photographers, rentals)*	$ 2,200.00
Printing / Office Supplies	*(posters, rack cards, banners)*	$ 1,100.00
***TOTAL OPERATING BUDGET**		**$ 15,000.00**
FY15 Donation Rollover (still pending)		*$ 6,000.00*
ACTUAL TOTAL for FY2016		***$ 21,000.00***

**This budget is expected to support six annual events within the Fayetteville Race Series.*
$15,000 / 6 events = $2,500 per event

2016 Parks and Recreation Advisory Board

Wade Colwell
501 Forest Ave.
Fayetteville, AR 72701
409-9759 – Home
521-2200 – Business
Replaced Steve Meldrum
01/01/14-12/13/16 1st Term
Wade.colwell@wfadvisors.com

J.L. Jennings
20 W. Forsythia Dr. #9
Fayetteville, AR 72704
799-0021 – Home
01/01/16-12/31/18 1st Term
Replaced Philip Watson
jxj027@uark.edu

Richie Lamb
893 N. Lewis
Fayetteville, AR 72701
479-790-7902- Home
01/01/15-12/31/17 2nd Term
Replaced Angie Sass
lamb.richie@gmail.com

Terry Lawson
3171 Katherine Ave
Fayetteville, AR 72703
479-463-1846 – Home
01/01/14-12/31/16 1st Term
Replaced Quin Thompson
tdlawson@cox.net

Charles (Chuck) Maxwell
1063 N. Kings Dr.
Fayetteville, AR 72701
479-466-7436 – Home
479-587-1114 – Work
01/01/13-12/31/15 1st Term
01/01/16-12-31-18 2nd Term
Replaced Bill Waite
whypanic88@swbell.net

Kyle McHan
2109 E Flint Creek
Fayetteville, AR 72703
479-870-0386 – Home
01/01/15-12/31/17 1st Term
Replaced John Paul
Kyle.mchan@gmail.com

Phillip McKnight
1969 W. Archer
Fayetteville, AR 72703
444-7633 –Home
479-283-5103- Work
01/01/15-12/31/17 2nd Term
Replaced Brian Bailey
jpmckni@cox.net

David L. Priest
1010 Sunset Drive
Fayetteville, AR 72701
879-5892 – Home
283-0247 – Business
01/01/14-12/31/16 1st Term
Replaced Jonathan Leonard
0davidlpriest@hotmail.com

David Proffitt
1134 Crossover Road
Fayetteville, AR 72701
479-530-8326 – Home
01/01/12-12/31/12 Unexpired Term
01/01/13-12/31/15 1st Term
01/01/16-12/31-18 2nd Term
Replaced Michael Lindsey
dproffi@gmail.com

City of Fayetteville
Fayetteville Parks and Recreation
Square 2 Square Bike Ride
Saturday, September 10, 2016

1. NAME OF ORGANIZATION

Organization:	City of Fayetteville Parks and Recreation (FPR)
Event:	Square 2 Square Bike Ride
Event Date:	Saturday, September 20, 2016, 8am-3pm
Tax Status:	Corporation - Tax ID#: 716018462

2. CONTACT PERSON(S)

Tiffany Gaulke
Recreation Program Manager
113 West Mountain
Fayetteville, AR 72701
479.444.3463
tgaulke@fayetteville-ar.gov

Connie Edmonston
Parks and Recreation Director
113 West Mountain
Fayetteville, AR 72701
479.444.3471
cedmonston@fayetteville-ar.gov

3. EVENT PURPOSE

The Square 2 Square Bike Ride is a partnership between Fayetteville's and Bentonville's Parks and Recreation departments. This community bike ride is held to: promote physical activity opportunities on the Razorback Regional Greenway (RRG), highlight alternative transportation, bring exposure to local businesses in both Fayetteville and Bentonville, and demonstrate connectivity between Northwest Arkansas (NWA) communities. The finisher's festival will be stationed in the Downtown Square district, showcasing the local farmers market as well as area restaurants, shops, and boutiques. By hosting a fun ride on NWA's unique regional trail system, Fayetteville Parks and Recreation will encourage and increase bicycle tourism in Northwest Arkansas.

4. EVENT DATE/TIME

The Square 2 Square Bike Ride is a biannual event occurring in May and September each year. Fayetteville and Bentonville alternate hosting the start or finish as the ride's direction of travel alternates between spring and fall. Fayetteville hosts the finish line for the fall ride, thus on Saturday, September 10, 2016, the finisher's festival will take place on Fayetteville's downtown square. The event is 8am-3pm, however the finisher's festival is held on the Town Center Plaza for ride participants 11am-3pm.

5. EVENT LOCATION

The Square 2 Square Bike Ride will begin at Lawrence Plaza in Bentonville and riders will travel approximately 30 miles south along the Razorback Regional Greenway to Fayetteville's Downtown Square. The Town Center Plaza will again be used as the finish line area of the event. The finish line will collaborate with the Fayetteville Farmers Market to best incorporate the happenings of the ride with the regular late Saturday morning traffic and patron flow on the Square. The finisher's festival features refreshments, music, bike valet, and more.

6. EVENT BACKGROUND

The inaugural Square 2 Square Bike Ride event was held September 12, 2015. The idea was conceptualized through collaboration between the parks and recreation departments of Fayetteville and Bentonville. The citizens of Fayetteville and surrounding areas have consistently shown support and appreciation for locally sponsored events that promote sustainable, healthy, and active lifestyles. The Square 2 Square Bike Ride is just that and is geared towards cyclists of all abilities in and around NWA. The inaugural Square 2 Square Bike Ride in 2015 had 723 registered participants. Due to past interest and participation in active-lifestyle events, Fayetteville Parks and Recreation again expects a promising turnout with continued growth moving forward.

7. EXPECTED VISITOR DRAW / PREVIOUS YEAR DATA

Expected attendance for the ride is 900 participants. The event will accommodate cyclists of all ages and ability levels. The total ride distance from one square to the other is approximately 30 miles. This distance is sensible for both leisurely and competitive riders. Optional shuttle buses have been arranged to provide additional accommodations necessary with a point-to-point ride of this distance. Fayetteville Parks and Recreation expects growth with this event based on its uniqueness and the popularity of this type of ride currently observed across the country. Square 2 Square Bike Ride will bring trail users from all over the regional area to Fayetteville and in doing so will promote the City's trails and local businesses, particularly in the Downtown Square area. During the inaugural Square 2 Square Bike Ride event, 26 riders came from out of state (Kansas, Oklahoma, Missouri, and Texas) and several came from other counties in Arkansas. Specifically: 224 riders came from Washington County; 286 from Benton County; 18 from Pulaski County; 12 from Sebastian County. FPR is confident that spring participation numbers will be increased from the inaugural ride which, again, contributes to bicycle tourism in our city. The following numbers are anticipated for the September 2016 ride:

- Number of visitors to Fayetteville: 650
- Number of visitors to Washington County: 575
- Number of visitors outside a 100 mile radius of Fayetteville: 125

8. EVENT IMAGE/UNIQUENESS

The Square 2 Square Bike Ride will highlight the uniqueness of the Razorback Regional Greenway that connects the communities of Northwest Arkansas. The ride reinforces Fayetteville's image of an active, eventful, and health-driven city. This event will attract area

cyclists to Fayetteville and expose them to parks, trails, and local businesses along the way. This event will bring awareness to the natural attractions that Fayetteville has to offer, such as Lake Fayetteville. It will also guide cyclists past the many trailside restaurants, shops, and other businesses that Fayetteville has to offer, which entices participants to return to the area again upon completion of the Square 2 Square Bike Ride event.

9. EVENT BEST PRACTICES (SUSTAINABILE/ENVIRONMENTAL)

The event itself is a bicycle ride, which is a green initiative. Square 2 Square Bike Ride encourages individuals to ride bicycles more often in their daily lives and beyond their own community. Partnering with Ozark Regional Transit to offer shuttle service also introduces individuals to public transportation opportunities in connection with the Razorback Regional Greenway in the NWA area. Long term, more people choosing the green transportation options presented via Square 2 Square will result in the reduction of emissions throughout Fayetteville. Other environmentally responsible components of the event include the use of recycling bins in the start, finish, and pit stop areas. An effort to reduce the use of bottled water and paper cups will be done by encouraging riders to refill their own reusable bottles at pit stops and water stations.

10. EVENT MARKETING

Both Fayetteville Parks and Recreation and Bentonville Parks and Recreation promote the event, doubling the exposure to the public. Advertising and promotion will be done through press releases, social media, local news, and fliers. Social media includes Facebook, Instagram, and Twitter. Local news announcements will be done through local television stations and newspapers. Fliers will be distributed to local businesses, local bike shops, and cycling clubs in the four state area. Long-term marketing includes using the event t-shirts and finisher items given out to participants as advertising tools that can continually prompt word-of-mouth (WOM) promotion of the event and future event dates. As the event size increases, so will the indirect advertising, exposure, and WOM promotion through the visibility of event t-shirts and swag being worn and displayed by past participants.

Parks and Recreation budgeted $2,000 for marketing costs, which includes paid advertising and printing of promotional materials. The printing of rack cards, posters, and banners are a large marketing expense that FPR would like to minimize through use of grant funding from Fayetteville Advertising and Promotion Commission (A & P). Funding from A & P would also assist with the purchase of the event t-shirts that serve as a continued marketing tool. Last year's event spent $1,800 on printing of promotional items and 200 event t-shirts. The majority of the other marketing efforts for this event are free such as social meeting posting, email marketing, press releases, and promotional tables at local and regional events.

11. EVENT FUNDING REQUEST

The projected expenses for the event are $12,500. This includes all promotional materials, participant items, and other necessary supplies. FPR is requesting A & P to assist with **$6,650** worth of projected expenses that relate to the promotion of the ride and the finisher's festival that

will be hosted in Fayetteville. Specifically, the requested funds would help to cover the printing cost of promotional items such as rack cards, posters, event banners, and event signage as well as the cost of participant t-shirts. The projected costs are $1,650 for printing and $5,000 for event t-shirts. We also ask for continued support for the use of the Town Center Plaza as our finisher's festival location. Receiving funding for this purpose would allow us to expand our reach to the four state area and better promote our bicycle tourism event which aligns with the A & P grants program mission to increase tourism and economic impact.

12. SUPPORTING INFORMATION FOR REQUEST

The Square 2 Square Bike Ride promotes Fayetteville by bringing bicycle tourism into the community twice per year. The Razorback Regional Greenway is a rarity that we are fortunate to have within our community. Square 2 Square, taking place on the RRG paved trail, has the ability to attract individuals who enjoy riding moderate distances, but prefer a safer, paved trail option instead of road or highway options that are typical of cycling events. The uniqueness of the RRG alone allows the event to attract riders from other parts of Arkansas and out of state, bringing in overnight guests. The fun ride is an active and exercise-based event; therefore, participants will be seeking refreshments after the ride and will utilize the dining options located in the vicinity of Fayetteville's Downtown Square and Dickson Street. This benefits local restaurants and stores by bringing in additional business and revenues. Fayetteville Parks and Recreation also benefits from a portion of HMR tax; thus, FPR chooses to hosts events that directly impact the hotel, motel, and restaurant industry in Fayetteville, further demonstrating our effort to assist Fayetteville Advertising & Promotion Commission in our common goal.

Fayetteville Parks and Recreation is depending on the A & P grant funding to assist with enhancing and growing the Square 2 Square Bike Ride event. This event is still young, but with additional help from Fayetteville Advertising and Promotion Commission this year, we are confident that the Square 2 Square Bike Ride will be on track to self-generate revenues in future years. If funding is not secured for the fall 2016 ride, promotion will have to be scaled back. As a result, some potential participants will not be reached or will be unaware of the event, which will in turn harm revenue numbers. The quality of participant t-shirts and finisher items will also have to be reduced if A & P funding is not provided. FPR, of course, hopes to make this year's September ride better than the previous year's September ride. The financial support from A & P would help to achieve this goal.

13. EVENT ECONOMIC IMPACT

Fayetteville Parks and Recreation is partially funded by HMR tax dollars and therefore seeks out opportunities to increase local economic impact through the events and programs. Local businesses around the square will gain exposure and see an increase in visitors during the event. The event takes place twice per year, spring and fall. Local merchants will benefit from the large volume of visitors to Fayetteville, especially during the fall event when the finish is held here. With the potential of bringing in adult beverage options and food trucks, the event could promote and increase revenue to small, local, and mobile catering businesses in Fayetteville. Square 2 Square will introduce bicycle tourism opportunities in NWA to its participants whom hopefully return to the area on their own and contribute to the local economy while here.

14. EVENT BUDGET

The Square 2 Square Bike Ride needs financial assistance from Advertising and Promotion in order to maximize marketing efforts and execute a highly successful event. Parks and Recreation is able to match the amount of requested A & P funds through confirmed sponsorship and budgeted program funds. We anticipate collecting additional sponsorships later this spring, upon completion of the May ride. Below is a breakdown of the current funds for this event:

Confirmed Sponsorship	$4,335.00
Program Funds	$2,500.00
Anticipated Sponsorship	$1,000.00
A&P Commission Grant	$6,650.00
TOTAL PROJECTED FUNDS	$14,485.00

Supplemental funding from A & P in the amount of $6,650 would directly contribute to increasing the quality of all aspects of the event, therefore promoting the biannual event for the future. Below is a breakdown of the projected expenses for the event:

T-Shirts	$5,000.00
Medals	$3,200.00
Giveaway Item	$1,800.00
Printing	$1,650.00
Promotion	$350.00
Supplies *(wristbands, food, aid)*	$500.00
TOTAL PROJECTED EXPENSES	$12,500.00

Without the requested assistance, the quantity and quality of print promotional materials and participant items would be decreased. We hope that A & P can assist with making the second annual fall Square 2 Square Bike Ride better than the 2015 event. Taking this step with FPR will undoubtedly set the event up for continued and sustainable success in the future!

Date of Application: 3/28/2016

Name of Organization: Fayetteville Disc Association

Address: 1664 N. Saddlehorn Ave

City: Fayetteville ***State: Arkansas*** ***Zip: 72703***

Phone: (918)822-2294

Year Organization was established: 1999

Meeting/Event Name: Harvest Moon Ultimate Tournament

Year Established: 1980 ***Frequency (i.e. semi-annual, etc.): Annual***

Meeting/Event Director: William Sharp

Phone: (918)822-2294 ***Email: tournament.director@fayettevilledisc.org***

Meeting/Event Start Date: 10/29/2016 ***Meeting/Event End Date: 10/30/2016***

Meeting/Event Location: Lewis Soccer Complex, UREC IM Fields

Funds Requested: $5000

Will this funding decide the meeting/event location? No

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. Harvest Moon is an ultimate Frisbee tournament. It is our organization's biggest event of the year and one of the larger ultimate tournaments in the country. We have a division for college mens teams, club mens teams, and womens teams. We host an event at the fairgrounds on Saturday night, featuring local DJs, local craft brewery beer and a costume contest. We have a division for college mens teams, club mens teams, and womens teams.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
We host around 60 teams a year. Last year, of the 64 teams we had, less than 10 of teams came from Fayetteville. Each team usually consists of 15-20 people so I would estimate that at least 750 people will come to Fayetteville for our tournament.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
Each team receives a "captain's packet" that provides them with all the information of our tournament. We will credit the A & P there and also on our event website.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
We are not receiving other grants.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
We have not received A & P funding in the past.

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☐ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: _____ ***Date:*** _____
Meeting/Event Planner

Date of Application: 3/31/2016

Name of Organization: Fayetteville Film Fest

Address: 500 Jarnagan Lane

City: Fayetteville *State: AR* *Zip: 72701*

Phone: 479-422-1886

Year Organization was established: 2009

Meeting/Event Name: Fayetteville Film Fest

Year Established: 2009 *Frequency (i.e. semi-annual, etc.): Annual*

Meeting/Event Director: Dan Robinson

Phone: 479-422-1886 *Email: dan@your-media.org*

Meeting/Event Start Date: 9/6/2016 *Meeting/Event End Date: 9/10/2016*

Meeting/Event Location: Global Campus, 2 East Center, Fayetteville, AR

Funds Requested: $12,500 for rebranding the name of the event, marketing materials and print materials

Will this funding decide the meeting/event location? no

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. FFF began taking submissions for our September festival in March. We receive submissions annually from all over the world. We selectively jury the films submitted and choose the highest ranked films to screen at our event. Submission is free for Arkansas filmmakers, which creates a large interest throughout the state. For the past six years, we have been committed to fostering the film community by bringing filmmakers and actors together in Fayetteville to highlight their craft and reward them for their excellence. There is a massive amount of time and thought put into the jurying of the films we show during the festival and are very proud of the quality of our programming. Several of our films have gone on to find national distribution, and one of the Narrative Shorts that we screened at the 2015 festival went on to receive an Oscar nomination! The Little Rock Film Festival, which has been an event with a major state-wide draw, has announced that they will not be holding a festival this year which creates a huge vacuum for Arkansas filmmakers to have a venue to show their work. We have received feedback from filmmakers throughout Arkansas that Fayetteville Film Fest is poised to become the flagship festival for the state that focuses on the work created in our region. We want to make that happen and this could easily double or triple our out of town attendance figures this year alone. A marketing budget is attached to show use of funds. We'd like to use A&P funds to rebrand our organization and event to reflect our name change. Rebranding is necessary for us to stay competitive with other regional film festivals. Much of the cost associated with the re-branding will be one-time investments.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
In 2013, we reached an audience of 1500 attendees for our screenings, panels and workshops. That year we were able to host a "student day" with Springdale High School which gave us attendance of 1000 film students.
In 2015, our attendance numbers dropped to 575, reflecting the lack of student engagement. We need to rebrand our organization in order to appeal to more local attendees, re-engage the student populations from Fayetteville High School, The University of Arkansas, John Brown University, Springdale High School and Springdale Har-Ber High School (all schools with large film programs), and foster our relationships with the filmmaking community throughout the state and the southern region.
When we consider the growth in film interest regionally, with events like the Bentonville Film Festival, we think we can create a thriving weekend of film programming that will draw large numbers to downtown Fayetteville. Last year, we filled 16 rooms at the Chancellor Hotel with out of town directors and actors, and had a well-attended after party at the hotel. We've had attendees from California, Arizona, New York, Oklahoma, and Texas. With increased attention to promoting the event, we expect to expose our wonderful city to many more of our out of town attendees.
We feel that with A&P support, we could easily see 2016 attendance numbers of 2500.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
we plan to thank Experience Fayetteville on Facebook, Twitter, and Instagram, and brand them on handbills, posters, advertisement, the printed event program, lobby display boards and festival merchandise.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
While we do bring in a not insignificant amount in ticket sales (see attached operational budget) we plan to garner some support in sponsorship funds from local business partners. We anticipate $4000 from individual and corporate donations.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
Under our former name (Offshoot Film Festival), we have received 12,000 over the course of the last six years.

Fayetteville Film Festival

FISCAL YEAR 2016 OPERATIONS BUDGET

1. BUDGET SUMMARY

INCOME	FY15	FY16
CONTRIBUTED		
CORPORATIONS	$0	$0
INDIVIDUALS	$4,000	$4,000
BOARD CONTRIBUTIONS	$0	$750
GOVERNMENT (A&P)	$2,000	$12,500
IN-KIND	$1,950	$4,500
CONTRIBUTED INCOME TOTAL	**$7,950**	**$21,750**
EARNED		
TICKET SALES	$1,500	$1,800
APPLICATION FEES	$1,200	$1,200
CONCESSIONS AND MERCHANDISE	$500	$700
OUTREACH REVENUE	$500	$500
EARNED INCOME TOTAL	**$3,700**	**$4,200**
TOTAL INCOME	**$11,650**	**$25,950**

EXPENSE		
ARTISTIC	$2,490	$3,800
PRODUCTION	$3,879	$3,250
MARKETING & AUDIENCE SERVICES	$2,675	$12,500
DEVELOPMENT	$116	$700
INSTITUTIONAL SUPPORT	$105	$150
IN-KIND	$1,950	$4,500
TOTAL EXPENSE	**$11,216**	**$24,900**
SURPLUS/(DEFICIT)	**$434**	**$1,050**

Fayetteville Film Festival

FISCAL YEAR 2016

MARKETING BUDGET

	FY15	FY16
MARKETING		
Advertising		
Event Booth Fee	$0	$100.00
Outdoor Banner/Hanging Fees	$0	$700.00
Broadcast	$0	$0.00
Digital Ads	$39	$1,500.00
Step And Repeat Banner	$0	$100.00
Indoor Vertical Banners		$500.00
Icon Posterboard Cutout		$100.00
Brochure		$500.00
Website Hosting	$138	$300.00
Merchandise		
Tshirts	$720	$750.00
Mugs	$175	$0.00
Awards	$502	$500.00
Collateral Materials		
Program	$1,100	$1,100.00
Print Materials	$0	$1,100.00
Mailing & Duplication	$0	$750.00
Graphic Design	$0	$1,500.00
Website Design	$0	$3,000.00
TOTAL MARKETING & AUDIENCE	**$2,675**	**$12,500.00**

Date of Application: 4/1/2016

Name of Organization: The Spark Foundation/Fayetteville Firefighters' Association

Address: 353 N. Rollston Ave

City: Fayetteville *State: Arkansas* *Zip: 72701*

Phone: 479-530-9906

Year Organization was established: 2011

Meeting/Event Name: Hero Half Marathon and 1 Mile Run

Year Established: 2014 *Frequency (i.e. semi-annual, etc.): Annual*

Meeting/Event Director: Kyle Martin

Phone: 479-530-9906 *Email: kmartin1808@gmail.com*Click here to enter text.

Meeting/Event Start Date: 10/9/2016 *Meeting/Event End Date: 10/9/2016*

Meeting/Event Location: Lake Fayetteville, City's paved trail system, and West Ave/Dicksont Street parking lot

Funds Requested: $5,000

Will this funding decide the meeting/event location? No

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary.
The purpose of the annual Hero Half Marathon and 1 Mile Run is to raise awareness and funds to support various Northwest Arkansas-based charity and non-profit organizations, and to provide an event that encourages Fayetteville families, community members, and visitors to be active. The local charities that will benefit from the event include: The Spark Foundation, Fayetteville Public Education Foundation, Movies in the Park, Arkansas Special Olympics, Muscular Dystrophy Association, Fayetteville Firefighters Scholarship Fund, and Camp Sunshine. Funds generated by the race will help sustain and expand these local organizations that meet a need in our community, make Fayetteville a better place to live, and attract visitors to our city. In addition to supporting charitable organizations, the event will include a fire-safety-awareness component, and will be a 9/11 memorial event. Currently, the Fayetteville Fire Fighters' Association has limited capital available to spend on marketing for this event. As this event is still relatively new, A&P funding will help us market the event to a larger audience. Having doubled our participants over year one, we aim to do the same in year three. In order to do this, we must advertise in national publications and websites, which is quite costly. Funding from the Advertising and Promotion Commission will go towards electronic ads on several key websites, which have been evaluated by our race committee as having the broadest reach while maintaining the most effective use of advertising dollars.

Active.com: 9 out of every 10 races use registration with Active.com. A&P funding will enable us to run target ads on their platform, appealing specifically to people looking for a half marathon.

Arkansasrunner.com: Arkansasrunner.com is the "go-to" site for running events in Arkansas. Not only is it visited by nearly every runner in our state looking for events, but it is also highly trafficked by runners in the surrounding states.

Facebook: We have used Facebook ads in previous years to great success and will continue to utilize this form of electronic advertising.

We are also considering various forms of print advertising including national running magazines, newspapers, and banners.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
We predict 300 to 500 participants from outside of Fayetteville and NWA area. We plan on using funding to advertise in national online and printed publications. People like to participate in charity races and this encourages visitors and residents to make a special trip when they know their entry fees support needed community programs and organizations. The race date falls on a weekend, so participants visiting from out of town will likely seek accommodations in order to be rested and prepared for the race. Fall is a beautiful time in Fayetteville and the Ozarks; runners will come for the race and stay to enjoy the city and the surrounding area's natural beauty. As this will be marketed as a family-friendly event, whole families will stay overnight and choose to make their visit a multiple day family trip. Our event is unique in that there are very few events that remember 9/11 in the surrounding area, and therefore will draw many people to the city to join others in remembering this day in US history. Because this is our year third year, we find that it will be very critical to our long-term success. We have established our brand in the NWA area, but in order to grow the race participation beyond our backyard, we need to continue our advertising push into the national realm. With a big promotional push in our third year, we will be able to establish the momentum necessary to carry out our event into the future in a self-sustaining manor.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
We will put the Fayetteville A & P logo and all electric and printed promotional materials. We will also include the A & P in all social media posts and announcements.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
No

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
Yes, 2014 $4,000
2015 $3,500

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☑ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: _____ ***Date:*** 3·31·16
Meeting/Event Planner

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 10 2015

L2866 FAYETTEVILLE FIRE FIGHTERS
ASSOCIATION
C/O DAVID WELCH
PO BOX 638
FAYETTEVILLE, AR 72702-0638

Employer Identification Number:
52-1269596
DLN:
17053201325035
Contact Person:
MRS. KREBS
ID# 31072
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31
Form 990 Required:
Yes
Effective Date of Exemption:
May 15, 2013
Contribution Deductibility:
No
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(5) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-NC" in the search bar to view Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements

Letter 948

Hero Half Marathon Board of Director

Kyle Martin Event Director

kmartin1808@gmail.com

479-530-9906

Max Mahler Event Coordinator

maxmahler@gmail.com

479-957-6888

Ben Putman Marketing Director

benputman5@gmail.com

479-790-0700

Nick Booth Course Director

nbooth479@gmail.com

479-879-5520

Travis Boudrey Event Co-Director

tboudrey@fayetteville-ar.gov

479-466-4354

Josh Knight Transportation Director

joshrknight@gmail.com

479-409-8828

Aubrey York Awards Director

aubreyyork@hotmail.com

479-871-3395

David Welch Event Treasurer

dwelch2177@gmail.com

479-709-1441

Hero Half Marathon 2015 Money In and Out

Date	Transaction ID	Sponsor Name	Amount
4/9/15		Progressive Trail Design	$500.00
4/24/15		Specialized Real Estate Group	$250.00
6/26/15		Dodd Concrete & Construction	$300.00
6/26/15		Max Mahler - Prewitt Wealth Management Group	$1,500.00
7/7/15		Blue Turtle Winery LLC	$1,000.00
7/29/15		Bank of Fayetteville	$500.00
7/29/15		Colliers Drug Stores Inc.	$500.00
9/30/15		Adventure Subaru	$1,000.00
10/10/15		Team Lewis LLC Register-Wizard	$20,020.00
10/18/15		Cash and checks from race day	$255.00
		Total Inflow	***$25,825.00***
		Total Cash Outflow	***$4,331.58***
		Total Cash On hand	***$21,493.42***
		Net Profit (1/2 of Total Cash)	**$10,746.71**

Hero Half Marathon 2015 Money In and Out

Date	Paid with Check	Expenditure	Amount
9/25/2015	1408	Potty House (porta-potties)	458.78
10/10/2015	1409	A5 Images (photographer)	$632.00
10/10/2015	1407	Brock Entertainment (event DJ &MC)	$250.00
10/1/2015	1410	Amy Jones (reimburse for ARCOM Plus business cards)	$132.30
10/10/2015	1411	Space Walk NWA (bounce house)	$170.00
10/9/2015	1412	Max Mahler (Marvin's IGA bottled water)	$36.87
10/9/2015	1412	Max Mahler (Lowes smoke detectors)	$177.33
10/9/2015	1412	Max Mahler (Lowes smoke detectors)	$105.69
10/1/2015	1404	Aubrey York (reimbursment for trophy axes)	$110.76
10/10/2015		Team Lewis LLC Register-Wizard	$895.00
10/15/2015		The Spark Foundation (see Spark Foundation Expenses)	$1,821.63

Total Cash Outflow	***$4,331.58***

Hero Half Marathon 2015 Sponsors

Sponsor	Level	Contact person	Phone Number	Address	Email Address	Cash Donation	Product Donation	Receipt
Progressive Trail Design (check 2987)	Driver		(479)966-0286		kelly@progressivetraildesign.com	$500.00		Y
Specialized Real Estate Group (check 2006)	FF		(479)439-8650	15 N Church Ave #103 Fayetteville, AR 72701	sarahking@specializedreg.com	$250.00		Y
Dodd Concrete & Construction (check 4347)	FF		(479)790-6544	1155 W Indian Trail Fayetteville AR 72701-6338		$300.00		Y
Max Mahler - Prewitt Wealth Management Group	Captain					$1,500.00		Y
Blue Turtle Winery LLC (check 1585)	Captain		(479)860-8719	19966 Bug Scuffle Road West Fork AR 72774		$1,000.00		Y
Bank of Fayetteville (check 065487)	Driver	Ashley Menard	(479)442-1117	1 S. Block Ave Fayetteville, AR 72701	amenard@bof.com	$500.00		Y
Collier Drug Stores Inc. (check 0865593)	Driver			PO Box 1085 Fayetteville, AR 72702-1085		$500.00		Y
Adventure Subaru	Captain	Susan Idlet		2269 N Henbest Drive, Fayetteville AR 72704		$1,000.00		Y

Cash	$5,550

Hero Half Marathon Expenses from Spark Foundation Account

Business Name	Description	Amount
Creative Awards	Finisher medals	$ 1,297.25
Harps	Cups and water	$ 37.99
Walmart	5 gallon water coolers and cups for beer garden	$ 108.62
Sams Club	Water and gatorade for finish line	$ 227.87
Rainbow Racing	Bibs	$ 149.90

$1,821.63

Date of Application: April 1, 2016

Name of Organization: Fayetteville Oldtime Music and Dance

Address: N/A

City: *Fayetteville,*

State: *AR*

Zip: *72701*

Phone: *815-651-0585*

Year Organization was established: 2012

Meeting/Event Name: The Fayetteville Square Dance

Year Established: 2013 ***Frequency (i.e. semi-annual, etc.):*** Monthly

Meeting/Event Director: Willi Goehring

Phone: 815-651-0585

Email: fayettevillesquaredance@gmail.com

Meeting/Event Start Date: Last Friday of Every Month, Year-Round ***Meeting/Event End Date:*** Year-Round

Meeting/Event Location: Backspace, 541 W. Meadow, Suite H, Fayetteville, AR, 72701.

Funds Requested: $1050

Will this funding decide the meeting/event location?

No.

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary.

Traditional square dancing, rather than competitive/Western square dance, has a history going back to the 19th century. Accompanied by live oldtime string band music, dance callers teach the figures and lead dancers through them. It is fast-paced and loosely structured, with importance placed on the oral traditions associated with each figure: the region and community it came from, and how the caller learned it.

The Fayetteville Oldtime Music and Dance Society was established to preserve oldtime music and dance as a social art form, and promote tradition-bearing musicians and callers. We held our first public square dance at May Bell Music, as part of the 2013 Fayetteville Roots Festival. Several dances and jams were held at private homes, and on May 30th, 2014, we began our regular series of public dances and jam sessions. After three years of running, our organization is expanding, and we are ready to explore non-profit status in the near future.

Our estimated marketing budget was $600 last year. This failed to include as many KUAF ad slots as we needed, and only half as many handbills as needed.

This year, we're asking for $1050:

$350 for posters and handbills

($150 for poster design, $200 for printing)

$700 for advertising slots on KUAF.

How many people outside of Fayetteville will be exposed to your project and how will you do that?

We draw visitors from around a 25-mile radius. Our peak attendance is around sixty, and growing each month. We are expanding at a steady rate, and our facebook page has reached 699 likes from around the region— we have visitors from as far as Springfield, MO, Eureka Springs, and Little Rock, some of whom are regulars.

We have a growing email list and a Facebook presence (facebook.com/FayettevilleOldtimeMusic). We post flyers every month at downtown businesses, at the Visitors' Center and public library, and pass out handbills at similar events, such as the Northwest Arkansas Contra Dance. We also utilize other social media platforms, such as reddit, Tumblr, and Twitter, and network with traditional music communities across the country.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

As listed above, we will put the A & P Logo on anything we print, put it onto our promotional material on facebook, and mention the A & P in our radio ads. We will gladly keep the A & P apprised as per your guidelines.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

No.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

In 2014, we received $600.

Dance Month:	Donations:	Band Payout, Min $5	Venue Payout, Min $20	Petty Cash: 15% after min
January	$125	81.25	25	18.75
February	$95	61.75	20	13.25
March	$205	133.25	41	30.75
April	$68	49.3	18.7	N/A (+5.1 to band/venue)
May	$107	69.55	21.4	16.05
June	$125	81.25	25	18.75
July	$87.50	56.87	20	10.62
August	$135	87.75	27	20.25
September	$100	65	20	15
October	$76.50	50	20	6.5
November	CANCELLED	CANCELLED	CANCELLED	
December	LNF $500	$400	N/A	$100

Date of Application: 4/1/2016

Name of Organization: Folk School of Fayetteville, a 501c3

Address: 865 N Lewis

City: Fayetteville *State: AR* *Zip: 72701*

Phone: 479-799-7668

Year Organization was established: 2011

Meeting/Event Name: Fayetteville Roots FESTIVAL WEEK

Year Established: 2016 *Frequency (i.e. semi-annual, etc.): Annual*

Meeting/Event Director: Bryan Hembree

Phone: 479-799-7668 *Email: bhembree3@gmail.com*Click here to enter text.

Meeting/Event Start Date: 8/25/2016 *Meeting/Event End Date: 8/28/2016*

Meeting/Event Location: Various Locations around Fayetteville including Fayetteville Public Library, Town Center Plaza, Fayetteville Farmer's Market, OPO, etc.

Funds Requested: $41,500

Will this funding decide the meeting/event location?
No, we are committed to Fayetteville regardless of the funding. We are seeking to expanding the number of options. This expansion would be limited.

*Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. *See attached*

How many people outside of Fayetteville will be exposed to your project and how will you do that?
The Fayetteville Roots Festival weekend draws roughly 1500 people from outside of Fayeteville each year. We anticipate this number to increase with additional programming other than just ticketed festival events. We can't predict the exact increase in crowd, but with expanded offerings centered around food and the local food movement we see growth potential.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

We will credit Fayetteville A&P in all printed and web-based material.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
We received a sponsorship from the Williard and Pat Walker Faoundation in 2015 for $2500. The Fayetteville Roots Festival also supports the free programming of the festival with direct support of approximately $25,000. We look to seek other direct support, sponsorship and grant opportunities in 2016 and beyond.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
The Folk School of Fayetteville (501c3) has not received funding in the past.

The Fayetteville Roots Festival has received funding in the past. This important funding was instrumental in helping the festival establish a foothold and thrive.

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☐ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

SUMMARY OF EVENT PROPOSAL

The Fayetteville Roots Festival has become a fixture of Fayetteville's festival and cultural scene. We attribute much of this success to the seed money that the Fayetteville A&P commission afforded the festival over the past 5 years. Thank you for your support and belief in the vision of the festival. Each August the festival attracts visitors from over 25 states and multiple countries to Fayetteville. The festival also sees strong involvement and interest from the Fayetteville and all of Northwest Arkansas.

From the very beginning the we have centered our mission on more than just music. The local food culture of Fayetteville and Northwest Arkansas has been a vital part of the balance of food and music. We have also committed to offering free community programming to engage a larger audience that might now otherwise have to opportunity to engage with the festival. This has included art exhibits, music workshops, live radio broadcasts, canning workshops, food demonstrations and chef competitions. Much of this dynamic, free programming has only been possible through creative partnerships and collaborations with other organizations such as The Fayetteville Public Library, Walton Arts Center, KUAF, Feed Communities, The University of Arkansas, and so many more.

Consider that South by Southwest is is about more than just music. The film and interactive side of SXSW has become just as important to its over all reach. What started as a music festival has grown over the last 20 years to become a multiple disciplinary "idea" conference and festival.

We envision a future where the week of the Fayetteville Roots Festival is about more than just music. We think that local food and the local food movement and other traditional folkways can become a central pillar. The Folk School of Fayetteville is a 501c3 organization was formed to serve as an umbrella support for this expansion. We envision it as a sister to the Fayetteville Roots Festival. The organization will be able to partner with other organizations to foster and present dynamic programming much of which will expanded free community based events. We see a future where the vibrancy and breadth of offerings happening during the last week of August will attract an expanded and diverse audience to Fayetteville.

We are requesting 2016 seed funds to help The Folk School of Fayetteville lay the ground work for this expanded vision of festival week. Below is a list of proposed uses for the seed money for 2016. We are asking for 50% of our overall projected budget for festival week events. Total Budget for festival week offerings is $83,000

PROMOTION OF EXPANDED FESTIVAL WEEK OFFERING - $5000

We want to be able to tell the story of an expanded festival week and to attract interest in a slate of free community events. We will do this through both traditional and new media outlets as well as social media.

CRYSTAL LAKE FARMS PASTURE RAISED CHICKEN CONFERENCE KICKOFF - $5000
We have partnered with Crystal Lake Farms the last three years to provide donations of pasture raised chicken. They are a leader in the nation in free range, pasture raised chicken. They are working to bring a major conference to the area along with a pasture raised chicken awareness campaign for the month of September. We want to make festival week the kickoff for the conference and September events. We envision multiple events and tastings during festival week.

DIG IN FOOD AND FARMING FESTIVAL -$4000
We have begun conversations with Dig In Festival into conjuction and in collaboration with The Folk School of Fayetteville. Dig In has been on hiatus the last two years. We think this new collaboration will help to reinvigorate interest and support of the Dig In format. See attached info regarding Dig In. We are seeking funds to assist with making Dig In workshops free and open to the public.

CHEF COMPETITION AND FOOD WORKSHOPS - $7500
We partnered with Fayetteville Farmers' Market to present an innovative Chef Competion in 2015. 3 teams of chefs competed in a free public food competition/demonstration where they sourced all of their ingredients from the Saturday market. We want to expand the score of the competition and involved a great number of chefs. We also envision creating food workshops, tastings and demonstrations that will highlight sources local food and healthier cooking. We are requesting fund to expand the Chef Competition and making associated food offerings free to the public.

GUEST CHEFS AND FOOD EXPERTS- $10,000
We want to bring in notable and influential Chefs and Food experts to collaborate with area chefs during festival week. Bringing guests in during festival week will help to establish influential mavens who will help to tell the story of Fayetteville's festival and food culture, helping to spread the story to the region and to a national audience. We are seeking fund to help offset travel and fees associated with hosting guest chefs and foodies and to establish many offering that free to the public.

GUEST BLOGGERS, WRITERS, and TASTE-MAKERS - $10,000
We want to bring in notable and influential music, culture, and food writers. Part of creating excitement about Fayetteville and our festival culture and helping to spread the story to the region and to a national audience. Bringing guest writers in during festival week will help to establish influential mavens who will help to tell the story of Fayetteville's festival and food culture, helping to spread the story to the region and to a national audience. We are seeking fund to help offset travel and fees associated with hosting bloggers and to develop public workshops with the guests.

Dig In! Food and Farming Festival

The purpose of the Dig In! Food and Farming Festival is to promote and support local and sustainable food systems through networking and education. The festival provides a way for people to learn about and connect with local and sustainable food, farming, and community.

Beginning in 2011 in Fayetteville, the festival offered a day-long series of films and food tastings that drew approximately 150 people. Dig In! has since grown to a multi-day event hosting approximately 700 participants. The program has expanded considerably to include films, classes, roundtable discussions, children's activities, local food tastings, cooking demonstrations, panel discussions, art exhibits, information fairs, seed swaps, and world-renown keynote speakers.

Through these activities, the Dig In! Food and Farming Festival enables attendees to learn about growing vegetables, fruits and mushrooms, cooking, canning, fermenting food, making beer, composting, growing and using herbs, and raising backyard chickens. Participants also have the opportunity to connect with local farmers, retail establishments, restaurants, catering businesses, farmers markets, and food and sustainability organizations, as well as develop a commitment to supporting these components of the local community. In addition, the festival raises awareness of important issues in food and farming, and inspires people to support local sustainable food systems that provide access to clean, healthy food for everyone in the community.

Name of organization/event, tax status and tax identification number. Folk School of Fayetteville. 501(c)3, ID# 45-4758501

Address, phone number and e-mail address:
865 N Lewis Avenue
Fayetteville AR 72701
Phone: 479 799 7668

Board of Directors:
Bernice Campbell Hembree – President
Bryan Hembree – Vice-President
Jerrmy Gawthrop – Secretary

*currently recruiting additional board members

IRS Department of the Treasury
Internal Revenue Service

CINCINNATI OH 45999-0038

In reply refer to: 0248222595
Mar. 23, 2015 LTR 4168C 0
45-4758501 000000 00
00024013
BODC: TE

FOLK SCHOOL OF FAYETTEVILLE INC
K BRYAN HEMBREE
865 N LEWIS AVE
FAYETTEVILLE AR 72701

041791

Employer Identification Number: 45-4758501
Person to Contact: MISS CONVERSE
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 12, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in May 2012.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0240222395
Mar. 23, 2015 LTR 4168C 0
45-4758501 000000 00
00024814

FOLK SCHOOL OF FAYETTEVILLE INC
% BRYAN HEMBREE
865 N LEWIS AVE
FAYETTEVILLE AR 72701

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Susan M. O'Neill

Susan M. O'Neill, Department Mgr.
Accounts Management Operations

Date of Application: 4/1/2016

Name of Organization: Institute of Electrical and Electronics Engineers (IEEE)

Address: IEEE Corporate Headquarters, 3 Park Avenue, 17th Floor

City: New York *State: NY* *Zip: 10116-5997*

Phone: 21-419-7900

Year Organization was established: 1963

Meeting/Event Name: 2016 IEEE 4th Workshop on Wide Bandgap Power Devices and Applications (WiPDA)

Year Established: 2012 *Frequency (i.e. semi-annual, etc.): Annually*

Meeting/Event Director: General Chair: Alan Mantooth & Local Arrangements / Sponsorships Chair: Lauren Kegley

Phone: 501.766.3476 *Email: lauren.kegley@wolfspeed.com*

Meeting/Event Start Date: 11/6/2016 *Meeting/Event End Date: 11/9/2016*

Meeting/Event Location: Chancellor Hotel, Fayetteville, AR

Funds Requested: $1,500 for Meeting Space, $1,200 for Event Space, $600 for Marketing, $5,000 for Transportation (if Novemeber 8th event held at an off-site location)

Will this funding decide the meeting/event location? Partially, if this funding for the space / transportation is made available the banquet event on 11/8/16 will be held at an interesting location in Fayetteville (Drake Field Air Museum, the Botanical Gardens, the Old Post Office, etc.). However, the main conference at the Chancellor will occur regardless of awarded funding; pentration of the conference's impact into the community could be reduced without the proposed funding.

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. The IEEE Workshop on Wide Bandgap Power Devices and Applications (WiPDA) provides a forum for device scientists, circuit designers, and application engineers from the Power Electronics and Electron Devices Societies to share technology updates, research findings, development experience and potential applications. The workshop is hosted every year at different university campuses that exhibit strong research in the aforementioned technical realm; since this conference is only in it's fourth year, and previous years have been hosted at large, well-respected campuses such as Virginia Tech, University of Tennessee, and Ohio State, this year's location selection is a testament to the cutting-edge technology / facilities at the University of Arkansas and the industry partners within the Arkansas Research & Tehcnology Park. By offering conference attendees a positive experience – both inside and outside of the conference events – there is significant potential to attract highly-skilled talent to the state. WiPDA is an excellent opportunity to spread the word about Fayetteville's amazing opportunity for technical career growth, as well as an environment that fosters work-life balance in a growing economy.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
With an expected turnout of 150-200 highly technical electrical engineers from the wide bandgap semiconductor industry, this conference offers Fayetteville a significant opportunity to make an impact on visitors to return for future research activities with the University and local industry. With the recent acquisition of local business APEI by a major technology company, Cree, this conference has the potential to spur lasting business relationships within the semiconductor industry. Also, since this conference will spur significant academic involvement – from established research professors to graduate students – support for this event has the potential to attract student and potential faculty member for the University's Engineering Department. By showcasing the opportunities and attractions that Fayetteville has to offer to WiPDA attendees, Fayetteville has the potential to gain both repeat visitors, as well as potential highly-skilled residents.Over the duration of the 3-day conference, the event will bring 300+ room-nights at the Chancellor. While a few meals will be provided by the conference, attendees will also be pointed to local businesses for meals, entertainment, and shopping during down-times of the event..

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
Depending on the level of funding provided, the Fayetteville A&P will be represented on the collateral for the conference. At a minimum, the Fayetteville A&P will be acknowledged on the website with a logo and note about the accomodations they have provided. If the full funding requested is awarded, the advertisement for Fayetteville A&P can be negotiated to potentially include: credit at the banquet event, credit in the printed collateral, logo usage within signage, etc. Usage of Fayetteville A&P material, such as Fayetteville tour & event information, is firmly welcomed.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
Yes, the event will seek corporate sponsors for the technical portions of the event; though all of the sponsorships have not been finalized yet, the event will seek corporate support for food & beverage support throughout the event. However, none of the requested funding portions are currently covered under the industry sponsorship offerings.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
No.

Conference Expense
Proceedings / Collateral: $4,500
Event Arrangements: $65,000
Tutorial Content: $6,500
Miscellaneous: $4,000

Total: $80,000

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☑ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: Lauren Kegley
Meeting/Event Planner

Date: 3.31.16

City: Fayetteville *State: Arkansas* *Zip: 72701*

Phone: 479-287-7870

Year Organization was established: 2015

Meeting/Event Name: Death Fest

Year Established: 2016 *Frequency (i.e. semi-annual, etc.): Annual*

Meeting/Event Director: Greta P. Allendorf

Phone: 479-287-7870 *Email: gretapallendorf@gmail.com*

Meeting/Event Start Date: 10/27/2016 *Meeting/Event End Date: 11/1/2016*

Meeting/Event Location: Downtown Fayetteville

Funds Requested: $5,000.00

Will this funding decide the meeting/event location? Yes

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. Death Fest will be a multi-venue exploration of death through art, music, and theatre. It will include workshops, discussion forums, and speakers. The festival will span over the Halloween and Day of the Dead holidays. The requested funds will go towards an honorarium to bring in a nationally renowned speaker, Katrina Spade, founder of the Urban Death Project. Any additional funds will be used for marketing and promotion.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
By bringing in a nationally known keynote speaker and advertising this festival through organizations such as the National Home Funeral Alliance and the Green Burial Council, we hope to expose thousands outside of our area to Death Fest. We would love to see this become an annual festival and even see it spread nationwide.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
We intend to include the Fayetteville A & P logo in all printed materials, incorporate A & P website and contacts on all of our sites, promotions, and correspondence.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

Not at this time. We plan to reach out to businesses, organizations, and individuals to sponsor specific events.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
No

Please email completed application to:
Kym Hughes
Executive Director
klughes@experiencefayetteville.com

☑ *I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.*

Signature: _____ *Date:* 3/3/16
Meeting/Event Planner

Date of Application: 3/25/2016

Name of Organization: NWA Creative Arts Network / Last Night Fayetteville

Address: 1 W. Mountain, Suite 103

City: Fayetteville ***State: Arkansas*** ***Zip: 72701***

Phone: 479-310-5659

Year Organization was established: 2015

Meeting/Event Name: Last Night Fayetteville 2016

Year Established: 1997 ***Frequency (i.e. semi-annual, etc.): Annual on New Year's Eve***

Meeting/Event Director: Lauren Embree

Phone: 479-310-5659 ***Email: lauren@nwacan.org***

Meeting/Event Start Date: 12/31/2016 ***Meeting/Event End Date: 1/1/2017***

Meeting/Event Location: Fayetteville Square

Funds Requested: $14,000

Will this funding decide the meeting/event location? Yes

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. Last Night Fayetteville is a performing arts festival taking place on the downtown Fayetteville Square since 1997. Several different organizations have led the planning of the event, including the former First Night Fayetteville group. From 2011-2013 the festival was produced by the Creative Economy Action Group. In 2015 the non-profit organization NWA Creative Arts Network included the festival in it's programming mission. The festival features hundreds of local artists across multiple venues on New Year's Eve. The event culiminates with the world-famous Hog Drop Countdown to Midnight, which is featured heavily in publications across the country. We are asking for $14,000 in funding from the A&P Commission for the following: $4,500 toward rental of the Fayetteville Town Center, which will serve as the festival main stage; $5,000 toward midnight countdown fireworks; $1,500 for a new high-tech Hog Drop with video playback capabilities; $1,500 toward printed marketing materials including posters, postcards, etc; $1,500 toward the production of a 30 second commercial that will air on Cox Cable throughout Northwest Arkansas.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
Last Night Fayetteville welcomes visitors from around the world. During our 2015 festival, 24 states and 3 foreign countries were represented among our 2,000+ guests. 64% of our audience is from outside of Fayetteville, which translates to more than 1,400 visitors to our city for this festival. We reach this audience through media partnerships with several state and regional publications, including a partnership with Cox Communications that donates thousands of dollars in air time for our regional commercial. Last Night Fayetteville is always listed among

national publications highlighting New Year's Eve celebrations, with particular attention to our unique Hog Drop countdown to midnight. Additionally, as a non-profit organization, we are able to use Google's Ad Grant for online advertising, which netted more than 300,000 impressions during November-December 2015.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

Fayetteville A&P logo and links are included in all of our printed marketing matierals, advertisements (including our television commercial), our website and social media. With our new LED lighted Hog Drop, we will be able to feature sponsor logos through video playback on the hog itself during the countdown.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

Yes – this event is sponsored by several corporations and local businesses each year. For 2016, Cox Communications has already pledged a $5,000 sponsorship, and Ozark Natural Foods has committed $2,500. We anticipate an additional $7,500 will be raised through sponosorship. We will also persue media sponsorship, with a value of more than $20,000 in sponsored advertising.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

Last Night Fayetteville is produced in partnership between NWA Creative Arts Network and the city of Fayetteville. Without continued support, it would be impossible to produce this event at the level which the community has come to expect. 2015 was the first year NWA Creative Arts Network produced Last Night Fayetteville through our organization, and we received $7,500 in support from the A&P Commission.

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☒ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: Lauren Embree
Meeting/Event Planner

Date: 3/25/16

NWA Creative Arts Network
FISCAL YEAR 2017 OPERATIONS BUDGET

1. BUDGET SUMMARY

INCOME	PROPOSED	APPROVED
CONTRIBUTED		
CORPORATIONS	$27,200	
INDIVIDUALS	$5,000	
GOVERNMENT	$36,500	
FOUNDATIONS	$10,000	
SPECIAL EVENTS	$8,000	
CONTRIBUTED INCOME TOTAL	**$86,700**	
EARNED		
TICKET SALES & PRODUCTION FEES	$30,000	
OUTREACH EARNED REVENUE	$1,000	
MISC EARNED REVENUE	$1,500	
EARNED INCOME TOTAL	**$32,500**	
TOTAL INCOME	**$119,200**	

EXPENSE	
PRODUCTION	$75,450
OUTREACH	$0
MARKETING	$12,450
DEVELOPMENT	$3,750
INSTITUTIONAL	$27,550
FIXED ASSET PURCHASES	$0
DEPRECIATION EXPENSE	$0
TOTAL EXPENSE	**$119,200**
SURPLUS/(DEFICIT)	**$0**

NWA Creative Arts Network

FISCAL YEAR 2017 OPERATIONS BUDGET

SUPPLEMENT B. Production Detail LAST NIGHT FAYETTEVILLE

		LNF
ARTISTIC PERSONNEL & EXPENSES		
	Performance Artists	$ 20,000.00
	Programming Coordinators	$ 3,600.00
	Production Crew	$ 1,500.00
	Workshop Facilitators	$ -
	Keynote Speakers	$ -
	TOTAL	$25,100
PRODUCTION EXPENSES		
	Equipment Rental	$ 3,000.00
	Truck Rental	$ 400.00
	Hospitality	$ 1,000.00
	Merch/Concessions	$ 800.00
	Misc Supplies	$ 2,000.00
	Band merch payout	$ 400.00
	Decorations	$ 500.00
	Fireworks	$ 5,000.00
	Hog Drop	$ 1,500.00
	Artist Travel	$ 500.00
	Event Insurance	$ 1,200.00
	TOTAL	$16,300
VENUE RENTAL		
	Venue Rental	$ 4,500.00
	TOTAL	$4,500
	PRODUCTION TOTALS:	$45,900
PRODUCTION MARKETING EXPENSES		
	Print Materials	$ 1,500.00
	Advertising	$ 500.00
	Graphic Designer	$ 1,000.00
	Photography	$ 1,000.00
	Videographer	$ 1,500.00
	TOTAL	$5,500
	Production and Marketing Totals:	$51,400

NORTHWEST ARKANSAS CREATIVE ARTS NETWORK
FY17 BOARD OF DIRECTORS

Caleb Clark (President)
2140 S Clover Dr
Fayetteville, AR 72701
479-466-0418
taotehue@gmail.com
Occupation: Computer programmer for Zebra Communications

Patty Cavanaugh (Secretary/Treasurer)
426 Oak Manor Circle
Springdale, AR 72764
479-879-5035
Patty.cavanaugh@cox.com
Occupation: Accountant at Cox Communications

Rachel Spurgers (Board Member)
2569 W Orlando Dr.
Apt 9
Fayetteville, AR 72701
479-684-7451
Rachel.lynett@gmail.com
Occupation: Adjunct Professor at NWA Community College

Madeleine Gross (Board Member)
1395 Sunny Hill Dr
Fayetteville, Ar 72703
417-274-3448
M.applegategross@gmail.com
Occupation: Student at the University of Arkansas

Brad Fortenberry (Board Member)
3580 Amberwood St
Springdale, AR 72762
256-738-8373
Koopalive@gmail.com
Occupation: VP of Sales, D&F Equipment Sales

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077556534
Apr. 21, 2015 LTR 4168C 0
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BODC: TE

NORTHWEST ARKANSAS CREATIVE ARTS
NETWORK
% HEATHER DANIEL
PO BOX 4758
FAYETTEVILLE AR 72702-4758

042665

Employer Identification Number: 71-0801074
Person to Contact: S LENARD
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 27, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in February 1998.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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NORTHWEST ARKANSAS CREATIVE ARTS
NETWORK
% HEATHER DANIEL
PO BOX 4758
FAYETTEVILLE AR 72702-4758

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Tamera Ripperda
Director, Exempt Organizations

Date of Application: 3/30/2016

Name of Organization: Northwest Arkansas Creative Arts Network

Address: 1 W Mountain St, Suite 103

City: Fayetteville *State: AR* *Zip: 72701*

Phone: Click here to enter text.

Year Organization was established: 2015

Meeting/Event Name: Last Saturday Fayetteville

Year Established: 2013 *Frequency (i.e. semi-annual, etc.): Monthly (except December)*

Meeting/Event Director: Houston Hughes

Phone: 901-483-0884 *Email: HoustonRH7@gmail.com*

Meeting/Event Start Date: Click here to enter a date. *Meeting/Event End Date:* Click here to enter a date.

Meeting/Event Location: Varies; previously The Fayetteville Underground; soon Ryleighs

Funds Requested: $8,256

Will this funding decide the meeting/event location? No

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary.

Last Saturday Fayetteville is a monthly variety show that takes place in downtown Fayetteville on the lats Saturday of each month. For each show, we feature four local acts – always some music and comedy, and often times other performance genres like dance, theater, magic, acrobatics, etc – who each get 10 minutes to perform for the audience. These short sets allow the audience to get a taste of the act, in the hopes that they will want to attend future shows or productions featuring that artists. In between the third and fourth act of the night, we host the Word War, an audience-judged entertainment competition for original performance work.

Last Saturday is free and open to the public, as we believe exposure to the arts not only benefits the individual, but helps make a stronger arts community for our city.

We are requesting:
$1,756 for a quarter page ad for the event to run in Walton Art Center "On Stage" programs for the 2016-2017 season
$1,200 for 3 sponsored posts in the Fayetteville Flyer at $400 each
$500 to pay for the design of a permanent poster, with space at the bottom to insert each months acts to eliminate the need for a monthly redesign
$1,500 to pay print costs for those posters, as well as for postcard-size flyers, bumper stickers, and buttons.
$2,200 ($200 per month, 11 months) to pay for audio recording and editing of our shows, which would then be provided free of charge to local radio stations and to the performers.
$1,100 ($100 per month, 11 months) to pay for videoing and editing of every show, to then be uploaded to youtube and shared with Fayetteville Public Access as well as the performers.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
Last Saturday has a reach that extends far beyond Fayetteville through a number of mediums. First, over the past year we've maintained a youtube channel which contains every act from each month (as well as giving those edited videos to Fayetteville Public Access). These acts share those videos, not just locally but to their wider audience, and that audience in turn sees the other videos on the channel and is exposed to a plethora of local bands and act worth traveling here for. We hope to expand and enhance this program in the coming year by filming each show with multiple camera angles, as well as through high-quality live audio recordings which we would then share with local radio stations, further strengthening the entertainment industry in our town.

Additionally, the poetry slam portion of our program regularly sends both individuals and teams to perform and compete across the country, which in turn makes those out-of-town performers come to us.

While we don't have exact numbers on how many people come from out of town, we do know for certain they are coming, and doing so in increasingly larger numbers, based just on our competitors for the poetry slam.Most months, we have multiple poets (and their friends tagging along) from out of town, including regulars from Russelville, Hot Springs, Eureka Springs, Berryville, and Kansas City.

Last Saturday is becoming a destination for performance artists the audience that loves them from all over the region, and we hope to push that trend even further in the coming year.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
We plan to put the A&P logo on all printed materials and advertisements the funds are used for. Additionally, we would place the A&P logo in the credits of our youtube videos, and mention their support in our audio credits.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

No.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

In April of 2015 we received $1,000.

NORTHWEST ARKANSAS CREATIVE ARTS NETWORK
FY17 BOARD OF DIRECTORS

Caleb Clark (President)
2140 S Clover Dr
Fayetteville, AR 72701
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417-274-3448
M.applegategross@gmail.com
Occupation: Student at the University of Arkansas

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Employer Identification Number: 71-0801074
Person to Contact: S LENARD
Toll Free Telephone Number: 1-877-829-5500

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Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in February 1998.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

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NETWORK
% HEATHER DANIEL
PO BOX 4758
FAYETTEVILLE AR 72702-4758

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Tamera Ripperda
Director, Exempt Organizations

NWA Creative Arts Network
FISCAL YEAR 2017 OPERATIONS BUDGET

1. BUDGET SUMMARY

INCOME	PROPOSED	APPROVED
CONTRIBUTED		
CORPORATIONS	$27,200	
INDIVIDUALS	$5,000	
GOVERNMENT	$36,500	
FOUNDATIONS	$10,000	
SPECIAL EVENTS	$8,000	
IN-KIND	$0	
CONTRIBUTED INCOME TOTAL	**$86,700**	
EARNED		
TICKET SALES & PRODUCTION FEES	$30,000	
OUTREACH EARNED REVENUE	$1,000	
MISC EARNED REVENUE	$1,500	
EARNED INCOME TOTAL	**$32,500**	
TOTAL INCOME	**$119,200**	

EXPENSE	
PRODUCTION	$75,450
OUTREACH	$0
MARKETING	$12,450
DEVELOPMENT	$3,750
INSTITUTIONAL	$27,550
IN-KIND	$0
FIXED ASSET PURCHASES	$0
DEPRECIATION EXPENSE	$0
TOTAL EXPENSE	**$119,200**
SURPLUS/(DEFICIT)	**$0**

NWA Creative Arts Network

FISCAL YEAR 2017 OPERATIONS BUDGET

SUPPLEMENT B. Production Detail

		Last Saturday
ARTISTIC PERSONNEL & EXPENSES		
Performance Artists	$	550.00
Programming Coordinators	$	1,100.00
Production Crew	$	-
Workshop Facilitators	$	-
Keynote Speakers	$	-
TOTAL		$1,100
PRODUCTION EXPENSES		
Equipment Rental	$	-
Truck Rental	$	-
Hospitality	$	1,650.00
Merch/Concessions	$	1,000.00
Misc Supplies	$	500.00
Band merch payout	$	-
TOTAL		$3,150
VENUE RENTAL		
Venue Rental		$4,400
TOTAL		$4,400
PRODUCTION TOTALS:		$8,650
PRODUCTION MARKETING EXPENSES		
Print Materials	$	1,500.00
Advertising	$	3,000.00
Graphic Designer	$	500.00
Audio Capture/Edit	$	2,200.00
Videographer	$	1,100.00
TOTAL		$8,300
Production and Marketing Totals:		$16,950

1) Name of organization/event and tax status:

Oktoberfest on Dickson 2016
Organized by the Arkansas Brewers Guild & the Dickson St. Merchants Association (Both non-profits)

2) Contact person:

Evan McDonald
1550 E. Zion Road, Fayetteville, AR, 72703
479-856-3993
arkansasbrewersguild@gmail.com

3) Purpose of event and use of funds generated by event:

The purpose of the events is to showcase the varied diversity of Arkansas' brewing community, while also providing entertainment & activities that appeal to the non-drinking attendees, all within the stunning backdrop that is Autumn in the heart of Fayetteville.
The generated funds would enable us to help further establish this event's brand, as well as help towards the additional festivals that the ABG want to create in Northwest AR, with Fayetteville as the obvious top of that list of desired locales.

4) Event date:

Sunday, Sept. 18th

5) Event site:

The city lot on West & Dickson, also known as the Walton Arts Center parking lot.
Also, if our plans to organize a parade are successful, Dickson would be closed for the parade's duration.

6) Brief background & history of the event:

After a first year success that exceeded everyone's expectations, the DSMA & the ABG are trying to address the problems & complaints so as to help further establish & grow this festival for the years to come. The decision was made for the ABG take on the bulk of the responsibilities, with the DSMA assisting with sponsorship & support. The family-friendly aspects will be enhanced, so as to provide a more worthwhile time for the community as a whole. Besides the usual kids fare of bounce houses, face painting, balloon animals, etc., we will reach out to both the Amazeum and Crystal Bridges to have their mobile units as the centerpiece to the kids zone. As with last year, we'll also have free root beer available in the kids zone. German bands, as well as the best Fayetteville bands, will make up the musical entertainment. We also plan on engaging more local vendors, with Fayettechill leading the way with their VIP "Chill Zone".

7) Expected visitor draw & prior year visitor count

Last year around 3,500 people attended this event, much to the surprise & joy of everyone involved. Since this year's is in a different month and the Sunday before Bikes, Blues, and BBQ, we conservatively estimate a similar amount of attendees, with the hope of adding a few additional thousand.

8) Image:

The event location is not only in the heart of the entertainment district, but the heart of Fayetteville. Also, Northwest Arkansas has such a booming & diverse selection of breweries, their reputations and clientele will be a significant help with attendance & community goodwill for this event.

9) Marketing plan:

ABG member breweries have a considerable amount of social media presence between them all, so utilizing that will be the priority. We'll pursue other traditional advertising platforms (radio, print, flyers, etc.), but that will be all in-kind or via other means.
We would also like to use some of the funds to help develop a dedicated website for the event, as well as social media based paid advertising.

10) Marketing plan budgets:

I've attached the estimated budget from last year.
As for this year:
Banner printing: $800
Poster Design & Printing: $800 Website development & social media advertising: $1000
Shirts: $2000 (this is an increase from last year, due to the selling out of all shirts)
Steins: $5000

11) Funding request:
$9,600
This year's request is less than last year's due to streamlining & elimination of some aspects, such as hats, brat contest, or beer-related games such as the stein race.

12) Criteria of uses of A&P funds:

Last year's festival showed that we could bring a significant amount of revenue to Fayetteville, with the help of the marketing made possible by A&P funds.
Besides being an integral part of the marketing, having a collectible item for sale, such as the steins & shirts, will help to keep the festival in the community's mind for an extended time. Help with website development & social media advertising will also be extremely useful for growing the brand of Oktoberfest on Dickson.

13) Visitors
We estimate that 500 people will be visiting from outside of Fayetteville, with 100 of those from outside of a 100 mile radius.

14) Potential economic impact:
Last year, all the Dickson Street businesses did a remarkable amount of business, with most of the food trucks in Schulertown selling completely out. This will obviously translate to an economic impact to the Fayetteville area as a whole, with visitors staying locally, as well as local vendors selling their wares.
The ABG will also use the funds generated to host additional festivals in the Northwest Arkansas area in general and Fayetteville in particular.
We plan to track attendance with website impressions, a signature hashtag for social media, and through post-festival research with local businesses.

15) Environmental
Recycling and trash cans will be provided throughout the festival.
Selling steins will also help to cut down on disposable cup trash.

16) Without A&P funds
A lack of funding would diminish the effectiveness of the marketing, reducing the amount of monies generated and stunting the growth of the Oktoberfest on Dickson brand.
With a successful festival this year, we hope that our A&P request for 2017 would be significantly reduced, if not unnecessary. Though last year's request stated that we would not require a second one, now that the ABG is in charge of the event, we feel that additional funds are a necessity for strengthening & growing the brand to ensure it's bright future.
We plan on securing additional outside funds to match the A&P 1:1.

17) 1:1 Matching plan
Sponsorship from the DSMA, local businesses, and the media will help to match the awarded funds.

18) Budgets
In addition to the attached budget from last year, I've attached the ABG's full financials from 2016's festival

Oktoberfest 2015

Expenses

		Estimated	Actual	
Site				
Stage		$2,100.00		
Fencing		$0.00		In kind provided by Bikes, Blues, BBQ
Electrician		$550.00		
Porta Potties		$800.00		
Performers		$3,500.00		
Security		$1,200.00		
Banner Printing		$800.00		
Poster Design and Printing		$600.00		
Banner Hanging		$300.00		
ABC Permits		$100.00		
Liability Insurance		$2,500.00		
Sound & Stage		$3,600.00		
Tents, Tables, and Chairs		$3,000.00		
Trophies		$500.00		
Misc.		$2,000.00		
Merchandise				
	T Shirts	$1,500.00		
	Hats	$2,000.00		
	Steins	$6,000.00		
Clean up Crew				
Totals		**$21,550.00**	**$0.00**	

	Estimated	Actual
Total Expenses	**$21,550.00**	**$0.00**

Income

Site			
Sponsorships	$10,000.00		
A & P Sponsorship ($11,400)			
Banner Printing	$800.00		
Poster Design and Printing	$600.00		
T Shirts	$1,500.00		
Hats	$2,000.00		
Steins	$6,000.00		
Trophies	$500.00		
Marketing and Advertising	In Kind	In Kind	Working with media partners such as Fayetteville Flyer
Ticket Sales	$25,000.00		
Merchandise	$10,000.00		
People's Choice Ticket Sales	$6,000.00		
Totals	**$62,400.00**		

Total Expenses	Estimated	Actual
	$62,400.00	**$0.00**

Event Budget for [Event Name]

Income

	Estimated	Actual
Total Income	**$1,936.00**	**$1,831.00**

Admissions

Estimated	Actual			Estimated	Actual
300	278	Adults @	$5.00	$1,500.00	$1,390.00
197	195	Children @	$2.00	$394.00	$390.00
42	51	Other @	$1.00	$42.00	$51.00
				$1,936.00	**$1,831.00**

Ads in program

		Covers @		$0.00	$0.00
		Half-pages @		$0.00	$0.00
		Quarter-pages @		$0.00	$0.00
				$0.00	**$0.00**

Exhibitors/vendors

		Large booths @		$0.00	$0.00
		Med. booths @		$0.00	$0.00
		Small booths @		$0.00	$0.00
				$0.00	**$0.00**

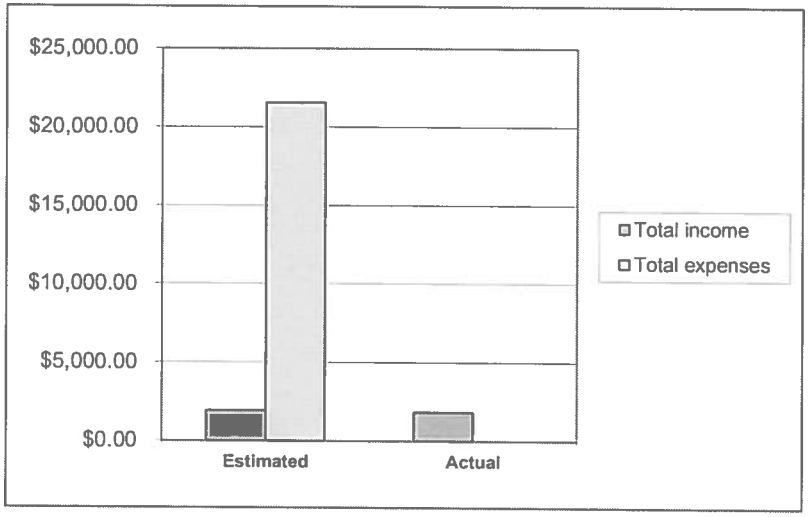
Sale of items

		Items @		$0.00	$0.00
		Items @		$0.00	$0.00
		Items @		$0.00	$0.00
		Items @		$0.00	$0.00
				$0.00	**$0.00**

Event Budget for [Event Name]

Profit - Loss Summary

	Estimated	Actual
Total income	$1,936.00	$1,831.00
Total expenses	$21,550.00	$0.00
Total profit (or loss)	**($19,614.00)**	**$1,831.00**



Date of Application: 3/9/2016

Name of Organization: Phat Tire Cycling Club but to benefit local nonprofit JDRF branch

Address: 1177 E. Township St

City: Fayetteville *State: AR* *Zip: 72703*

Phone: 479-409-9367

Year Organization was established: 2013

Meeting/Event Name: Banded Suffering

Year Established: 2013 *Frequency (i.e. semi-annual, etc.): annual*

Meeting/Event Director: Tiffany Dixon

Phone: 479-409-9367 *Email: tiffanyd231@gmail.com*

Meeting/Event Start Date: 10/1/2016 *Meeting/Event End Date: 10/1/2016*

Meeting/Event Location: The start/finish location is currently set to be located on East Joyce Blvd. in Fayetteville. Rest stop stations are set up along the routes in various locations

Funds Requested: $6,000

Will this funding decide the meeting/event location? no

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. Banded Suffering is designed with a few main goals in mind. Cyclist from all levels and backgrounds nationally look for well-supported event rides to attend. We have created an event that is original and caters to every cyclist. The routes for the ride range from 6-125 miles; this includes family routes to feature our wonderful trail system, as well as easy to very challenging routes that highlight some of the most beautiful and breathtaking scenery in the area. These routes will encourage return riders and new riders to the area, while supporting the local economy. Having several routes to choose from increases rider participation and expands the potential for the event. Each route along Banded Suffering offers a well-supported ride with numerous rest stops, sag vehicles, and all necessary elements to produce a successful sought-after event; including ride food and drinks at the start/finish and rest locations featuring local businesses to help fuel and support the local economy. Banded Suffering is original because it combines building local community and giving back. The idea is to keep the event sponsors and organizations involved local to create a one of a kind event, the local community "banding" together to make a change. This keeps riders coming back and increases participation each year due to the event being unique when compared to other events. Not only does the event support the local community, it also gives back. The event was originally created in honor of one of our junior riders who suffers from type 1 diabetes. This junior rider cycles to change the face of the disease. He wanted a way to bring awareness and educate about his disease. Therefore, 100% of the proceeds from the event go directly to the local JDRF chapter, which is the organization that funds research for a cure for type 1 diabetes. By making the event a charity ride the participation level is increased because the tie to a non-profit organization and the thousands of families that

support JDRF. Cyclists that have done several event rides across the nation organize Banded Suffering. All of the knowledge and experiences from those rides have been combined to create an event ride that caters to every rider including big and small, fast and slow. Our goal is to grow this event into a large nationally recognized ride bringing in numerous riders to our area for the experience. This will help fuel the local economy, encourage riders to return to the area throughout the year, and help change type 1 diabetes! The marketing plan includes print ads in different sources: one source targeting Arkansas, Missouri, and Oklahoma, and another source being a national ad in a popular cycling print used by many cyclists to find event rides to attend. Bike shops are a popular avenue for advertising, therefore posters will be needed to advertise the event in bike shops located all over Arkansas and surrounding states. Post cards will be used to advertise in goody bags at all event rides within a 150-mile radius that is taking place prior to Banded Suffering's date, including Big Dam Bridge Ride, which reaches 3,000 cyclists alone. Social media will be utilized that will reach a wide audience. Radio will also be an advertising avenue. This event anticipates a large media exposure due to the originality, large potential, and tie to the JDRF charity of the event. A mass media release will be sent to a long list of contacts to open more avenues of exposure. Marketing plan budget: Posters - $600, Postcards - $500 Banners - $400, Signage - $300, Print - $1200, Radio - $1000, Shirts - $1000, Bands - $1000, TOTAL - $6000. Funding request is for six thousand dollars ($6,000). These funds will be used to promote and market the event across a large audience through various means. Banded Suffering is designed to bring a large crowd of participants from across different states to the area, thus creating a unique event that caters to a wide variety of individuals, while highlighting the area in a positive light with a strong sense of originality. This will promote local businesses, support the local economy, and contribute to a higher HMR revenue. As this annual event grows, Fayetteville will receive more recognition and visitors again helping to promote the area.

How many people outside of Fayetteville will be exposed to your project and how will you do that?
We are targeting thousnads of people outside the area through various sources. Through printed materials at cycling events and races through out the sate and surrounding states, promoting on various websites and popular blogs that reach wide cycling markets, and using USA Cycling to also protmote the event. USA Cycling is the central location that thousands of riders search for events.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
We will meet and exceed all requirements theat the A & P commission has set forth on recognition. We will include A & P logo, links, and phone number on all printed materials, on sponsorships information, hang signage

at event (if A & P has signage), put all information on website, and mention A & P commission in all advertising sources.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.
No

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
2015 for $1,500

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☒ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Signature: _____ ***Date:*** 5/9/16
Meeting/Event Planner

Banded Suffering A & P Commission Application Information

Banded Suffering is organized by:

Tiffany Dixon-Event Organizer

479-409-9367

Tiffanyd231@gmail.com

Brad Schrag-Event Coordinator

479-799-2325

Brad.schrag@gmail.com

Banded Suffering also relies on numerous volunteers from the community!

Proposed Marketing Plan Budget:

Posters	600
Postcards	500
Banners	400
Signage	300
Print	1200
Radio	1000
Shirts	1000
Bands	1000
TOTAL	**6000**

-With a larger marketing budget Banded Suffering will be able to significantly increase participants outside the direct area.

Expense Report for Banded Suffering 2015

Expenses	Amount	Category
T-shirts	2,070.00	Advertising
Signage	237.49	Advertising
BDB Insertion fee	50.00	Advertising
Headsets	468.00	Advertising
Stickers	580.58	Advertising
Food/Rest stop supplies	204.96	Other
Port-a-potties	225.00	Other

Total Expenses

$3,836.03

Income	
Phat Tire Sponsorship	1,250.00
Fayetteville grant	1,500.00
Online pre-registration	1,460.00
Onsite registration	1,321.00
Participant donations	500.00
Walmart VAP grant	250.00

Total Income

$6,281.00

Donations Received

Little Bread Co.	100 half size pastries
Jammin Java	3 urns of coffee
Cargill	300 brats
Apple Blossom	2 1/6 kegs
Creative Awards	Headset cap engraving
JDRF	Merchandise and food
Arcom	Printing of posters and postcards
Potty House	1/2 price for port-a-potties
CLIF	Product
Lewis and Clark	Mechanic and SAG service
Ozark Cycling Adventures	Event promotion
Regions Bank	Grill use
Pediatric Dental Association	Parking lot use

Amount raised for JDRF

$2,444.97

IMPROVING LIVES. CURING TYPE 1 DIABETES.

26 Broadway, 14th Floor
New York, NY 10004
t: 212-785-9500 f: 212-785-9595
toll free: 800-223-1138
www.jdrf.org

December 9, 2015

Dear Sir/Madam:

Please be advised that the JDRF International is incorporated under the laws of the Commonwealth of Pennsylvania. All chapters and branches are covered under this umbrella.

A copy of our financials can be found on the following website
Tax information for donors
http://jdrf.org/about/financials/

JDRF International reports to the Internal Revenue Service using form 990 under the tax identification number of 23-1907729. JDRF is a 501(c)(3) tax-exempt corporation. The Corporate headquarters for JDRF is 26 Broadway-14th Floor, NY NY 10004. On August 29, 2003 JDRF was granted a special ruling that we only have to file a single 990 tax return and that all chapters and branches are treated as a single entity.

Website to verify JDRF Chapter locations:
http://jdrf.org/locations

If you need further assistance regarding this matter, please contact the JDRF Tax & Regulatory compliance Manager, Mr. Gary Curto, at (212) 479-7551

Sincerely

Thank You
Mark Greene
Chief Financial Officer

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077589886
Sep. 29, 2015 LTR 4168C 0
23-1907729 000000 00
00021329
BODC: TE

JDRF INTERNATIONAL
% JDRF INTERNATIONAL
26 BROADWAY 14TH FLR
NEW YORK NY 10004-1703

001679

Employer Identification Number: 23-1907729
Person to Contact: Mr. Schatz
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 09, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in April 1973.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508, Room 4010
Cincinnati OH 45201

001679.445698.132234.18953 1 AT 0.416 536

JDRF INTERNATIONAL
% JDRF INTERNATIONAL
26 BROADWAY 14TH FLR
NEW YORK NY 10004-1703

001679

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT, EVEN IF YOU ALSO HAVE AN INQUIRY.

The IRS address must appear in the window.

Use for payments

4077589886

BODCD-TE

Letter Number: LTR4168C
Letter Date : 2015-09-29
Tax Period : 000000

231907729

JDRF INTERNATIONAL
% JDRF INTERNATIONAL
26 BROADWAY 14TH FLR
NEW YORK NY 10004-1703

INTERNAL REVENUE SERVICE
P.O. Box 2508, Room 4010
Cincinnati OH 45201

231907729 UY JDRF 00 2 000000 670 00000000000

Date of Application: March 29, 2016

Name of Organization: Project Teacher NWA

Address: 1355 E. Henri De Tonti

City, State, Zip: Springdale, AR 72762

Phone: # 479-236-7817

Year Organization was established: 2015

Meeting/Event Name: Game It Forward benefitting Project Teacher NWA

Year Established: 2015 ***Frequency(i.e. semi-annual, etc.):*** Annual

Meeting/Event Director: Jennifer Burns

Phone: 479-236-7817 ***Email:*** info@nwagameitforward.com

Meeting/Event Start Date: March 3, 2017 ***Meeting/Event End Date:*** March 4, 2017

Meeting/Event Location: Fayetteville Town Center

Funds Requested: Needed $6500 Requesting: $9000+ (See breakdown)

Will this funding decide the meeting/event location?

Yes, without funding from the Fayetteville A&P Commission the expense of moving the event to Fayetteville for our small organization is too great of a risk.

We are out of space to grow at our current venue which is why we are looking to move to the Town Center as it would allow growth for Game It Forward over the next several years. Establishing a location for Game It Forward to grow could increase our generated funds from $3000 per event to the entire yearly budget in one weekend.

Without funding we would stay in Springdale with a cap on our attendees at 200 to remain profitable.

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary.

Game It Forward is a charity tabletop gaming event with the purpose of raising funds and gaining awareness for ProjectTeacher NWA, a 501(c)3 nonprofit organization that provides school supplies to local teachers and students in need. Project Teacher NWA is an actual store where teachers come to shop for their classroom needs as well as items for students in need all for free

because we recognize the yearly expenses a teacher pays out of pocket just to facilitate their classroom needs. It is the mission of Project Teacher NWA to provide teachers with the tools to teach and the students with supplies to learn, because every child deserves a quality education, regardless of circumstance.

Game It Forward is a family friendly, fun filled weekend consisting of gaming of all kinds like board games, card games, miniature games, dexterity games, role-playing games and more. It is the mission of Game It Forward to introduce and teach tabletop games while disconnecting from the heavily technology driven world and building face to face social interaction. Game It Forward has a game library of over 225 games plus other sponsors collections to demo as well as a gaming genre art show, tournaments for prizes, gaming related vendors, play to win tables, silent auctions and door prizes all made possible by our local game stores, sponsors and volunteers. Local restaurants provide food for the event and we will keep this tradition moving to the Town Center however this will become a VIP privilege and the NWACC Culinary School will consider providing upscale concessions at the event for general admission ticket holders.

Game It Forward has been a successful fundraiser each year of its existence and records show we are on an upward trend. In 2015 with five weeks of planning Game It Forward had 78 attendees and raised $750 for Project Teacher and with seven months of planning for 2016 we grew to 186 attendees with $3000 in funds generated for Project Teacher. We were able to attract people from Little Rock and surrounding areas this year and we know this will only grow with a larger venue along with support to make it happen.

The tabletop gaming hobby has significantly increased over the past decade and it is nowhere near the peak. There are now five game stores in Fayetteville and seven within Northwest Arkansas to attest to the popularity in our area. Other events around the world like Game It Forward are selling out within hours of releasing their tickets and bring in people from all over the world. Game It Forward is the only solely charity based tabletop gaming convention which is why we believe we have had so much support on a national level from game designers and publishers. If we are able to grow in size we will only attract more people outside of our area to attend as Game It Forward is already building a reputable name for itself.

We realize the April 1st deadline is for events for the current year however we are seeking review now because the items for which we are requesting funding would require the decision and payments in 2016. Also, all of the attractions we want to secure plan their schedules a year out which creates the urgency for us this spring. In the event we are approved for funding, we can immediately start promoting the event at a larger venue on a national level, attract designers, publishers and vendors to attend due to higher attendance projections as well as possibly look for a celebrity appearance from someone that is a tabletop hobbyist like Wil Wheaton, Felicia Day, the Dice Tower crew, etc. If deemed a worthy cause for funding the following is a breakdown of how the funds would be utilized:

Plan A: $6500 (This plan is needed to make the initiate move to the Town Center)

*	Secure venue at the Fayetteville Town Center	$5450
*	Ad Space on Boardgamegeek.com (1.1 million registered users)	$ 500
*	Radio Ad on Little Rock area station 96.5 and affiliates	$ 250
*	Radio Ad on Joplin or Tulsa area station – Cumulus affiliate	$ 250
*	Ad Space on the Arkansas School Guide	$ 50
	Total:	$6500

Plan B: $9000

*	Secure venue at the Fayetteville Town Center	$5450
*	Ad Space on Boardgamegeek.com (1.1 million registered users)	$ 500
*	Radio Ad on Little Rock area station 96.5 and affiliates	$ 250 (partial in-kind)
*	Radio Ad on Joplin area station – Cumulus affiliate	$ 250 (partial in-kind)
*	Ad Space on the Arkansas School Guide	$ 50 (partial in-kind)
*	Sponsored Ad on Fayetteville Flyer	$ 400
*	Radio Live show on Cumulus stations	$ 500 (partial in-kind)
*	Tabletop Celebrity – a member of the Dice Tower or Game Boy Geek - Airfare, hotel accommodations, car service, honorarium fee	$1600
	Total:	$9000

Plan C: $25000

*	Secure venue at the Fayetteville Town Center	$5450
*	Ad Space on Boardgamegeek.com (1.1 million registered users)	$ 500
*	Radio Ad on Little Rock area station 96.5 and affiliates	$ 250 (partial in-kind)
*	Radio Ad on Joplin area station – Cumulus affiliate	$ 250 (partial in-kind)
*	Ad Space on the Arkansas School Guide	$ 50 (partial in-kind)
*	Sponsored Ad on Fayetteville Flyer	$ 400
*	Radio Live show on Cumulus stations	$ 500 (partial in-kind)
*	Tabletop Celebrity – the Dice Tower Crew or Wil Wheaton or Felicia Day - Airfare, hotel accommodations, car service, honorarium fee, agent fee. (Fee provided by Geek & Sundry Agent who represents both Felicia Day and Wil Wheaton)	$17600
	Total:	$25000

* Partial In-Kind is notated on all expenses we believe we can receive a break on fees due to the 501(c)3 status of Project Teacher NWA.

How many people outside of Fayetteville will be exposed to your project and how will you do that?

The number of people outside of Fayetteville that will be exposed to Game It Forward is a difficult number to determine due to many varying factors but currently here is the exposure for the event:
Game It Forwards website: 806 average visits & 2631 page views per month
(Our website is only 7 months old and steadily growing in unique views each month)
Game It Forwards Social Media followers: 347 and growing daily
Boardgamegeek.com: 1.1 million registered users
(Game It Forward is listed on the calendar of events and receive over 100 hits a month from this site.)
The Boardgame Group: 9865 registered members
(We are very active on this forum and the creators have helped Game It Forward with reaching game designers.)
Geek Forum – Arkansas Geek Central: 800+ followers
(This organization is out of Little Rock. We market on their website and forum as well as we had several founders attend Game It Forward in 2016. They plan to come on board even bigger next year because they were pleasantly surprised by the event.)
YouTube Channel and Radio Show - Shane Plays: 800+ followers & Little Rock coverage
Meetup.com: 753 registered gamers
CasualGamerevolution.com & upcomingcons.com: 2 websites listed on without requesting

We currently have active sponsors that are game designers and publisher which promote the event on their websites, social media outlets and forums to help promote their product at the event. These sponsors are located in the following areas and have thousands of views each day:
Canada, the United Kingdom, Czech Republic, Poland, Indonesia, and in the United States we have Missouri, Colorado, Florida, Texas, California, Washington, Arkansas, Illinois, Ohio and New York

Game It Forward has recently been invited to the annual Origins Game Fair in Columbus, OH. It is the 2nd largest gaming convention in the United States. We were invited to sit and demo games with the Academy Games Publishing Company and promote the 2017 Game It Forward. This event is held June 15-19, 2016. The average attendance for the Origins Game Fair is 15,000 people.

Please state how you will credit the Fayetteville A&P i.e. printed materials, website, etc. See page 2 of application.

We will gladly promote the Fayetteville A&P Commission on our website, social media outlets, the event program, event flyers as well as link to the experiencefayetteville.com website. We would also do a special thank you ad on our About Us page where we already promote companies that have provided in-kind marketing for us.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

We are not seeking any other grants for the purpose of Game It Forward.

Have you received prior A&P funding? If so, please indicate when and the total amount of each year.
No, we have never requested funding from any organization for Game It Forward.

Please email completed application to:

Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☑ *I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.*

Signature: _____ *Date:* 4/1/16
Meeting/Event Planner

Proposed Event Budget:

Expense:	*Plan A*	*Plan B*	*Plan C*
Venue Rental	$5450	$5450	$5450
Security	$ 200	$ 200	$ 200
Event Coordinator	$5200	$5200	$5200
Advertisements & Marketing Materials	$2000	$3000	$3000
FF&E	$ 250	$ 250	$ 250
Website Service Fees	$ 800	$ 800	$ 800
Catering Supplies	$1200	$1500	$1850
Event Supplies *Lanyards, tshirts, raffles, etc	$1675	$1675	$1750
Sponsor & Committee Meetings	$ 650	$ 650	$ 650
Tabletop Celebrity		$1600	$17600
Travel Expenses	$ 600	$ 600	$ 600
Totals:	$17375	$20925	$37350

Plan A: Based off our 2016 expenses plus the addition of venue upgrade & increase in attendees.

If funded, Plan A would generate approximately $ 8000 for Project Teacher NWA.
If funded, Plan B would generate approximately $17000 for Project Teacher NWA.
If funded, Plan C would generate approximately $25775 for Project Teacher NWA.

projectteacherNWA
equipping teachers to succeed.

FUTURE PLAN – YEAR 1 BUDGET
July 2015-June 2016

FORECAST – YEAR 2 BUDGET
July 2016 –July 2017

The mission of Project Teacher is to serve classrooms in need by operating a volunteer-run Free Store for Teachers, which is stocked with supplies donated by the community.

We support public education in the Northwest Arkansas area by giving students and teachers free classroom supplies. Teachers may spend up to $1500 out of pocket each year on classroom supplies. With supply drives and generous contributions of new and gently used supplies from leading businesses, Project Teacher will be able to operate effectively.

YEAR 1 BUDGET (2015-2016)

Without a full year of operation completed, this is merely a forecasted budget.

PAYROLL AND BENEFITS	$0 – 100% volunteers
COST OF GOODS SOLD	
LEASE/RENT	$1 – space has been donated
FFE	$1000
Repairs and Maintenance	$6000 - first year only and 100% donations
Supplies	$2500
Product Purchases	$2000
Postage and Shipping	$500
Transportation	$4000
Telephone and Communication	$0 - donated
Printing and Publication	$800
Meetings, Conferences & Training	$1500
Taxes, licenses, and permits	$1250 ($500 for 501c filing & $750 for 1023 filing)
Dues and Subscriptions	$0
Professional Fees	$500
Miscellaneous	$2500
TOTAL ANTICIPATED EXPENSES	**$22,551**

Through fall fundraising campaigns, we anticipate that 100% of these expenses will be covered through financial donations or in-kind donations. We believe we will be heading into 2016 with a surplus of cash.

YEAR 2 BUDGET (2016-2017)

PAYROLL AND BENEFITS	$0 – 100% volunteers
COST OF GOODS SOLD	
LEASE/RENT	$1 – space has been donated
FFE	$1000
Repairs and Maintenance	$0.00
Supplies	$2500
Product Purchases	$2000
Postage and Shipping	$500
Transportation	$4000
Telephone and Communication	$0 - donated
Printing and Publication	$800
Meetings, Conferences & Training	$1500
Taxes, licenses, and permits	$750
Dues and Subscriptions	$0
Professional Fees	$500
Miscellaneous	$2500
TOTAL ANTICIPATED EXPENSES	**$16051.00**

projectteacherNWA
equipping teachers to succeed.

Project Teacher NWA

Board Members 2015-2016

Name	Company	Officer	Email	Phone #	Address
Leslie Veader	3M	President	laveader@mmm.com	479-685-9045	5304 Village Parkway, Rogers, AR 72758
Carrie Bigfeather	Colgate-Palmolive Company	VP/Treasurer	cbigfeather@hotmail.com	479-957-2109	5211 Village Parkway, Rogers AR 72758
Heather Nichols	Collective Bias	Secretary	heathernichols@collectivebias.com	479-531-4902	1750 S. Osage Springs Dr, Ste. 100, Rogers, AR 72758
Jennifer Burns	Arkansas Research		info@nwagametforward.com	479-236-7817	2566 Hilburn Court, Springdale, AR 72762
Thomas Field	BIC Consumer Products		tom.field@bicworld.com	(479) 464-5956	1404 NE McClain Rd Ste 2, Bentonville, AR 72712
Kevin Swindell	BIC Consumer Products		kevin.swindell@bicworld.com	(479) 464-5956	1404 NE McClain Rd Ste 2, Bentonville, AR 72712
Barbara Cibulka	Gartner Studios		bcibulka@gartnerstudios.com	479-619-7368	202 N Walton Blvd, Ste 6, Bentonville, AR 72712
Mike Felder	Gracepoint Lead Pastor		mike@gparkansas.com	479-466-8600	1355 E Henri De Tonti Blvd, Springdale, AR 72762
Michelle Cook	Springdale School Board		8419594@gmail.com	479-841-9594	1795 Brompton Pl, Springdale AR 72764
Brae Harper	Principal High School Gentry		bharper@gentrypioneers.com	(479) 736-2666	201 S Giles Ave, Gentry, AR 72734
Hunter Thomason	Moses Tucker Real Estate		hthomason@mosestucker.com	501-607-2052	745 E. Joyce Blvd, Suite 220, Fayetteville, AR 72703
Lisa Taylor	Springdale School District		ltaylor5@sdale.org	479-713-0433	4337 Grimsley Rd, Springdale, AR 72762
Gary Cardwell	Crossmark		gwcardwell@gmail.com	479.409.5809	3301 S Market St, Rogers, AR 72758

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 0 3 2015

PROJECT TEACHER NWA
1355 E HENRI DE TONTI BLVD
SPRINDALE, AR 72762-0000

Employer Identification Number:
47-5205780
DLN:
26053699001245
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
September 24, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

PROJECT TEACHER NWA

Sincerely,

Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements

Letter 5436

Date of Application: 4/1/2016

Name of Organization: Soldier ON Service Dogs, Inc.

Address: 2378 West Moore Lane

City: Fayetteville *State: Arkansas* *Zip: 72704*

Phone: 479-521-9301

Year Organization was established: June 12, 2014

Meeting/Event Name: Dickson Street Slide

Year Established: 2015 *Frequency (i.e. semi-annual, etc.): Annual*

Meeting/Event Director: Angie Pratt

Phone: 479-521-9301 *Email: angie@soldieronservicedogs.org*

Meeting/Event Start Date: 8/28/2016 *Meeting/Event End Date: 8/28/2016*

Meeting/Event Location: Dickson Street

Funds Requested: $27,110.00

Will this funding decide the meeting/event location? No

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. **Description** *Event Organizational Awareness* Brochures/Posters – Design Cost for All 4 $5,000.00 General Informational Brochure Puppy Raising Information Brochure Veteran Information Brochure Dickson Street Slide 2 Poster *Printing Costs* General Information (8-1/2x11) – 5,000 $1,000.00 Puppy Raising Brochur (8-1/2x11) – 1,000 450.00 Veteran Brochure (8-1/2x11) – 1,000 450.00 Dickson Street Slide 2 Poster (19x13) – 300 600.00 Subtotal $7,500.00 *Event Promotion* Event Advertising (newspapers, TV, radio, PSA) 5,000.00 Event Directional Signs (30) @ $15 each 450.00 Teardrop Banners (2) @ $205 each 410.00 Table Runners with Logo (4) @ $50 each 200.00 10x10 Canopies with Logo (2) 2800.00 Subtotal $8,860.00 *Equipment/Prizes* Rental of Public Announcement System 1,500.00 Golf Cart Rental (6) 500.00 Prizes for Celebrity Sliders (18) 1,300.00 Subtotal $3,300.00 *Volunteer Needs* Event Volunteer T-Shirts (250) $2,500.00 Volunteer Gift Bags (250) 1,200.00 To include backpack, sunscreen, Chapstix, Bandaids, Protein bars, gum, etc. Water and Soft Drinks for Event Volunteers (250) 750.00 Breakfast for Event Volunteers (250) 1,500.00 Lunch for Event Volunteers (250) 1,625.00 Dinner for Event Volunteers (250) 1,625.00 Snacks for Event Volunteers (250) 250.00 Subtotal $9,450.00 **Grand Total $27,110.00**

How many people outside of Fayetteville will be exposed to your project and how will you do that?
Last year the Fayetteville Chamber of Commerce (Patti Kimbrough) estimated that there were approximately 25,000 people who attended our inaugural Dickson Street Slide. Of these we estimate that approximately 15,000 came from outside of Fayetteville. Most of these attendees were from Northwest Arkansas. However, we estimate that between 2,000 and 3,000 came from other areas of the state and from Southwest Missouri and Northeast Oklahoma.

From a marketing exposure perspective we had numerous state wide media outlets which ran articles/stories in advance and post event including the Arkansas Democrat Gazette, KHTV in Little Rock Channel 8 in Jonesboro and Celebrate Magazine. We also ran a vigorous social media campaigne and estimate that reach approached 75,000. We estimate that as many as 1.5 million people where aware of the event.

This year we expect to exceed these numbers.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.
Will will between now and October 1st:

- *Include the Fayetteville A&P in all Soldier ON printed event materials*
- *Include the Fayetteville A&P website and contact information in all correspondence with event participants and promotions*
- *Link to the www.experiencefayetteville.com website and provide contact information.*
- *We will place contact information and link on both our Dickson Street Slide and Soldier ON Service Dogs' Facebook pages.*
- *We will make public mention (credit) where possible/feasible.*

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

Soldier ON has not made any other grants requests for the Dickson Street Slide to date. We have received sponsorship pledges from JB Hunt Transport, Lewis Ford, Celebrate Magazine, Tom Pagnozzi, Walmart and others.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.
No

Application Documents

Organizational Budget and Proposed Marketing /Event Budget

Soldier ON is currently preparing its 2015 IRS Form 990. We hope to sign an engagement letter for an audit by Beall Barclay and Company PLC at our next board meeting in April.

We estimate we received donations of money and in kind products and services of over $360,000 in 2015.

Our goal is to exceed $500,000 in donations in 2016

As of 12/31/15:
Soldier did not have any long term debt
Our liabilities were less than $10,000
Our bank balance was positive
We had approximately 20 dogs in training

We have attached a list of the companies and organizations which participated last year and our thank you to them as a separately attached document entitled **We Are Community**

Soldier ON Dickson Street Slide Budget	Estimate	Actual
Marketing and Promotional	32,000	
insurance policy	5,000	
Miscellaneous day of event purchases (e.g., electrical cords, ice)	1,000	
Towing Charges	500	
Parking Fees	2000	
Dickson Street Slide T-shirts (Inventory)	15000	
Total expenses	55,500	

Specific AP Funds Request

Description	Estimated Cost
Event Organizational Awareness	
Brochures/Posters – Design Cost for All 4	$5,000.00
General Informational Brochure	
Puppy Raising Information Brochure	
Veteran Information Brochure	
Dickson Street Slide 2 Poster	
Printing Costs	
General Information (8-1/2x11) – 5,000	$1,000.00
Puppy Raising Brochure (8-1/2x11) – 1,000	450.00
Veteran Brochure (8-1/2x11) – 1,000	450.00
Dickson Street Slide 2 Poster (19x13) – 300	600.00
Subtotal	$7,500.00
Event Promotion	
Event Advertising (newspapers, TV, radio, PSA)	5,000.00
Event Directional Signs (30) @ $15 each	450.00
Teardrop Banners (2) @ $205 each	410.00
Table Runners with Logo (4) @ $50 each	200.00
10x10 Canopies with Logo (2)	2800.00
Subtotal	$8,860.00
Equipment/Prizes	
Rental of Public Announcement System	1,500.00
Golf Cart Rental (6)	500.00
Prizes for Celebrity Sliders (18)	1,300.00
Subtotal	$3,300.00
Volunteer Needs	
Event Volunteer T-Shirts (250)	$2,500.00

Volunteer Gift Bags (250)	1,200.00
To include backpack, sunscreen, Chapstix, Bandaids, Protein bars, gum, etc.	
Water and Soft Drinks for Event Volunteers (250)	750.00
Breakfast for Event Volunteers (250)	1,500.00
Lunch for Event Volunteers (250)	1,625.00
Dinner for Event Volunteers (250)	1,625.00
Snacks for Event Volunteers (250)	250.00
Subtotal	$9,450.00
Grand Total	**$27,110.00**

Board of Directors

Angie Pratt
President, Executive Director
2378 West Moore Lane
Fayetteville, AR 72701
479-521-9301
angie@soldieronservicedogs.org

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Tresa.oldham@walmart.com

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Laura@soldieronservicedogs.org

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VP Finance and CFO Walmart Logistics
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William.mines@walmart.com

Jim Hiland
Commander, Navy Retired
407 W. Central Ave
Bentonville 72712
479-685-1824
Jhilan02@yahoo.com

Verification of our Nonprofit status

We have attached a scan of our IRS letter to this email entitled 501 c3

For reference

501c3 exempt non-profit #47-1124063
Public Charity Status 170(b)(1)(vi)

Summary of Event

Number of Participants and number of local lodging rooms booked

Last year the Fayetteville Chamber of Commerce (Patti Kimbrough) estimated that there were approximately 25,000 people who attended our inaugural Dickson Street Slide. Of these we estimate that approximately 15,000 came from outside of Fayetteville. Most of these attendees were from Northwest Arkansas. However, we estimate that between 2,000 and 3,000 came from other areas of the state and from Southwest Missouri and Northeast Oklahoma.

From a marketing exposure perspective we had numerous state wide media outlets which ran articles/stories in advance and post event including the Arkansas Democrat Gazette, KHTV in Little Rock Channel 8 in Jonesboro and Celebrate Magazine. We also ran a vigorous social media campaign and estimate that reach approached 75,000. We estimate that as many as 1.5 million people where aware of the event.

This year we expect to exceed these numbers.

We do not have an accurate count on the number of rooms booked. Our guess is between 200 and 400.

This year we will contact the hotels and survey them post event.

Overall economic impact of the event to the local community

Using a simplistic $15 per person in attendance and using 25,000 attendees gives us a direct monies spent in Fayetteville at the event of $375,000.

Our estimate is that of the total amount, $225,000 was from outside of Fayetteville.

We did speak to a number of Dickson Street Merchants (e.g., Tom Pagnozzi and Joe Fennel) after the event and were told that they had their best Sunday revenue ever.

We had over 5,000 community volunteer hours at last year's event.

We provided over 30 other nonprofits from the area booth space.

Soldier ON essentially spends all of its revenues locally (approximately $140,000 in 2015). We employ (8) people at our facility now. We hope to increase our head count over the next 12 month to as many as (12) employees. We are currently re-purposing a 5-acre vacant veterinarian clinic in west Fayetteville. Over the course of the next few years we will transform this facility into a functional botanical, healing sanctuary for our veterans ... their families ... and our dogs. We are actively seeking community grants for this purpose.

We see the A and P grant helping us to increase the number of Puppy Raisers, dogs and veterans we have in our programs.

A financial report, evaluation of the event and disclosure of other funding sources, and budget vs. actual

Soldier ON is currently preparing its 2015 IRS Form 990. We hope to sign an engagement letter for an audit by Beall Barclay and Company PLC at our next board meeting in April.

We estimate we received donations of money and in kind products and services of over $360,000 in 2015.

Our goal is to exceed $500,000 in donations in 2016

As of 12/31/15:
Soldier did not have any long term debt
Our liabilities were less than $10,000
Our bank balance was positive
We had approximately 20 dogs in training

The Dickson Street Slide was hugely successful. The exposure we received was fantastic. The buzz after the event was solid.

We have attached a list of the companies and organizations which participated last year and our thank you to them as a separately attached document entitled **We Are Community**

Soldier ON Dickson Street Slide Budget	Estimate	Actual
Marketing and Promotional	32,000	
insurance policy	5,000	
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Towing Charges	500	
Parking Fees	2000	
Dickson Street Slide T-shirts (Inventory)	15000	
Total expenses	55,500	

Indemnification: Soldier ON agrees here to indemnify and will include the Fayetteville Advertising and Promotion Commission on our liability insurance policy for the event.

Freedom of information Act: Soldier ON acknowledges that any support received from the Fayetteville A and P Commission is subject to applicable Freedom of Information Laws.

We Are Community!

Soldier ON Service Dogs is delighted to have been the host of the inaugural Dickson Street Slide! But we could not have done it without YOU, our Community! We are humbled and amazed at the out-pouring of support! YOU, our neighbors, businesses, and organizations came together for a ton of family fun and to support OUR local veterans! We learned a thing or two, and next year, it will be even BETTER!

SPONSORS – How do we adequately show our appreciation to organizations that stand at your back and say, "Together, we got this!"

J.B. HUNT ®	You were the FIRST to step up and say, "We owe our veterans! This is worth doing!" None of this would have happened without your generosity and support! J.B. Hunt Transport Services, Inc., one of the largest transportation logistics companies in North America, provides safe and reliable transportation services to a diverse group of customers throughout the continental United States, Canada and Mexico. http://www.jbhunt.com/company/about/
The City of Fayetteville ARKANSAS	According to www.liveability.com, Fayetteville is one of the top 100 places to live in the country! In our hearts, it's #!! Thank you Mayor Jordan, Don Marr and your teams at the City! Your guidance and help have been invaluable! http://www.fayetteville-ar.gov
DSMA DICKSON ST MERCHANTS ASSC	Dickson Street Merchants, you ROCK! You helped SOSD by hosting donation jars, putting up our posters, donating water and electric, and providing sliders refreshments! YOU made the Dickson Street Slide, well, the DICKSON STREET SLIDE!!! To keep up on the happenings on Dickson Street through-out the year, check out the DSMA Facebook page! https://www.facebook.com/DicksonStreetMerchants

iHeart Media Northwest Arkansas	Thank you to our Media Sponsor, iHeart Media and our NWA radio stations! KIX104 TODAY'S COUNTRY · HOT MIX 101.9 · 93.3 THE EAGLE CLASSIC ROCK · X-MAGIC 107.9
KFSM	Thank you to our media Sponsor, KFSM Channel 5! Get the local **news** and weather where you live from 5NEWS. Covering Fort Smith, Fayetteville, Bentonville, and all of Northwest Arkansas and the River Valley. http://5newsonline.com
NWA DG	Thank you to our media sponsor, Northwest Arkansas Democrat Gazette, the most visited news site in the region for news, politics, sports, weather, entertainment and more. www.nwadg.com
celebrate arkansas magazine	Thank you to Wylie Elliot and Celeberate Arkansas Magazine for being one of our Celebrity Sliders and media sponsor! http://celebratearkansas.com
Walmart Save money. Live better.	We could not have pulled the DSS off without our Walmart Volunteers! Thank you!!! We believe in a philosophy of operating globally and giving back locally. Through the Volunteerism Always Pays (VAP) program, the Walmart Foundation awards grants to eligible organizations where associates volunteer. In 2012, Walmart associates volunteered more than 2.2 million hours and generated more than $18 million in local grants through the VAP program. http://foundation.walmart.com/our-volunteers/

ARKANSAS RAZORBACKS	Who you going to call when you need help? Why, you call the HOGS, of course! DSS was a huge success thanks to the over 150 students, faculty and staff volunteers from our very own, University of Arkansas! Thank you Angela Oxford at the UofA Center for Community Engagement for all of your help! Woooooo! Pig Soiee!!! http://www.uark.edu

FRIENDS – "What can I do to help?" You asked and delivered! You are what make our COMMUNITY so special! Thank you for helping us make history with the first-ever Dickson Street Slide!

SOUTHERN TREND CLOTHING	A NWA treasure in and of his own right, Tom's help with the design and printing of our beautiful **Limited Edition Dickson Street Slide tees and tanks** went WAY above and beyond! Thank you Tom! (btw... If you didn't get yours, call us at the SOSD office!) Southern Trend Clothing Company creates high quality, one of a kind apparel and accessories that reflect our southern inspired roots and the latest fashion trends. Our customers come from all backgrounds and we have something for everyone. http://southerntrend.com/shop/index.php/
INTENTS	Thank you to Bart and his team at Intents Party Rentals! You guys are professional, pleasant, and perfect, even at 2am! We could not have asked for better friends! Rain or Shine...Indoor or Out... Intents, Inc. is prepared to make your event, wedding or party a success. Arkansas' finest tent and party rental company is focused on clean, attractive marquee style tents that are sure to make your event stand out. Our rentals will have your friends and clients talking for weeks about your special event. http://www.party-intents.com
	Thank you Mel and Aimee for the use of your parking lots and for your support of Soldier ON Service Dogs! It doesn't surprise us at all that you've been a Fayetteville institution since 1917! http://www.collierdrug.com

Collier DRUG STORES	
PrintingNWA arcom Plus DESIGN + PRINT + PROMOTIONS	To Mike, Wendy and Shawna at Arcom Printing, thank you! Arcom is locally owned and operated by Mike and Wendi Jones. Arcom Plus specializes in high-speed copies, graphic design and just-in-time printing. http://printingnwa.com
AIRTECH HEATING & AIR CONDITIONING SERVICE WITH INTEGRITY	Thank you Troy! Locally owned and operated since April, 2000. Air Tech is dedicated to providing first-rate HVAC services to homeowners and small business owners throughout the greater Fayetteville, AR area. We approach each project as if we are working on our own home, which means we strive for 100% satisfaction every time. http://www.airtechnwa.com
CESCO, Inc. Complete Beverage Services	Thank you Tony! CESCO Beverage is a full service Fountain and Soda Company. We Lease all kinds of beverage dispensing equipment. We install long draw beer equipment. (479) 443-6185 http://cescobeverage.com/
HPERRY'S JEWELERS	Have you seen our dog-tags? They are awesome!!! Thank you to HPerry's Jewelers! HPerry's Jewelers has made its mark in the Northwest Arkansas area and continues to do business under the same philosophy they have practiced since 1948. We have life-long clients because we offer quality products and quality customer service. Come see us. We want to be your jeweler. http://hperryjewelers.com/Home.aspx

	Thank you for feeding our volunteers! Serving all of Northwest Arkansas with assortments of fresh, high quality baked goods. Rick's offers a friendly atmosphere with coffee bar for relaxed breakfasts and lunches. A great place to find tasty treats for holidays, social gatherings, corporate functions, birthdays, church socials, dinner parties, weddings, family reunions, anniversaries and special occasions. http://www.ricksbakery.com
	Thank you for feeding our Volunteers! Welcome to the home of the best meats in town. We've got the choicest cuts of beef, pork, poultry, and seafood around. Want to know the secret to grilling a perfect steak? Looking for delicious meals you can prepare quickly and easily? **We've got you covered.** http://richardscountrymeatmarket.com
	Thank you Shay and Mike for your pre-slide hospitality! It was a wonderful evening! Aloha! **Hawaiian Brian's** is your opportunity to experience authentic **Hawaiian** style cooking right here in the heart of downtown **Fayetteville Arkansas**! 25 E Center St Fayetteville, AR 72701 Phone number(479) 799-7979
	Thank you for the use of your golf carts Clear Creek! 2340 W Hudson Rd, Rogers, AR 72756 (479) 621-9494 http://www.clearcreekvehicles.com
	Thank you for helping to stock our Volunteer Survival Kits! 624 W. Dickson Street Fayetteville, AR 72701 (479) 521-7048 http://www.campusbookstores.net/location/univ-arkansas-fayetteville/
	Thank you Pfizer Bentonville for helping to stock our Volunteer Survival Kits! http://www.pfizer.com/responsibility/grants_contributions/special_events

Pfizer	
charmingcharlie	Thank you Charming Charlie for help with our table displays! http://www.charmingcharlie.com
ARVEST	Thank you Arvest Bank for your contribution to our Volunteer Survival Kits! https://www.arvest.com
TalkingRain	Thank you David Epperson for your contribution of ICE Water for our Volunteers! http://www.talkingrain.com
petco	Thank you Petco Fayetteville for your donation of 2 Deluxe Pet Spas! We will be auctioning off your donation! http://www.petco.com/Content/Locator/Details.aspx?storeid=859
	Thank you Bentonville Eye Care and Eyewear for your contribution to our Volunteer Survival Kits! http://visionsource-bentonvilleeyecare.com
NORTHWEST PHYSICIANS	Thank you Christina Bull and NW Physicians for your contribution to our Volunteer Survival Kits! Thank you Christina for all you do for Soldier ON Service Dogs!! www.nw-physicians.com

LOCAL PARTNERS – We are in this together! We so appreciate all of our local vendors who came out to participate in the fun. In case you didn't get to stop by our vendor booths, check out these NWA Non Profits and businesses!

SHEEP DOG™ IMPACT ASSISTANCE	Sheep Dog IA is a non-profit organization focused on engaging and supporting our veteran "Sheep Dogs"; society's protectors, the men and women that form the ranks of America's military, law enforcement, fire & rescue, and EMS. www.sheepdogia.org or https://www.facebook.com/SheepDogIA
MDA Central Casting Studios of the Literary, Creative and Performing Arts	MDA Central Casting Studios - growing kids and community through music, dance, and acting. Thank you Ms. Michelle and Papa Dave for performing at the Dickson Street Slide! https://www.facebook.com/mdaccs
wit & whimsy www.shopwitandwhimsy.com	Wit & Whimsy carries a handpicked selection of stylish everyday wear, unique accessories, and gifts that are sure to make the recipient smile. For those women that love the best of both worlds... the wit and the whimsy! http://www.shopwitandwhimsy.com
T-Mobile metroPCS	Check out the Metro Difference! Nationwide Network * Blazing-fast 4G LTE * No Annual Contract * Plans with Big Savings * Phones for All, Priced for all. https://www.metropcs.com/why.html
	Bo's Blessings – LUTHAB, Inc., is organized exclusively for charitable purposes,

BO'S BLESSINGS LUTHAB, INC.	more specifically to engage the Northwest Arkansas community, including veterans and military family, in improving the quality of life and positively impact the lives of the military community by providing empowerment and reintegration programs, community service, and through veterans' appreciation programs. http://bosblessings.org/about/
TEAM RWB	Team RWB's mission is to enrich the lives of America's veterans by connecting them to their community through physical and social activity. http://www.teamrwb.org
Heritage INDIAN MOTORCYCLE OF NORTHWEST ARKANSAS	Heritage Indian Motorcycle of Northwest Arkansas is a long time supporter of Soldier ON Service Dogs. Here at Heritage Indian Motorcycle of Northwest Arkansas, we are 100% focused on providing you with the Indian Motorcycle experience you expect and deserve. You will find that our **staff** is knowledgeable and enthusiastic about Indian Motorcycles, just like you! So if you're looking for a **new** Indian Motorcycle, genuine Indian Motorcycle apparel, or **parts and accessories** you've come to the right place! http://www.heritageindiannwa.com
BECAUSE PEOPLE MATTER icm Independent Care Management Supporting Individuals with Disabilities for Over 25 Years	ICM's mission is to provide excellent individualized services and supports to individuals and their families across Arkansas. ICM's vision is to provide the support necessary so that individuals remain in their community of choice, to experience and promote interactions with those around them and to provide the opportunities for an enhanced quality of life. http://icm-inc.org/ https://www.facebook.com/pages/ICM-Inc/183288408522
ROLLING THUNDER, INC. ALL GAVE SOME POW-MIA SOME GAVE ALL CHAPTER 3 ARKANSAS	POW-MIA Awareness, We are committed to helping American Veterans from all wars. www.facebook.com/rollingthunderar3

Dog Party USA	Thank you Chaddie and crew for your continued support and care!!! We know that your pet is a part of your family, so we want their experience to be as close-to-home as possible. Plus they'll have friends to play with, a place to run, positive attention, supervision, healthy food & a comfortable bed!
KENDRICK FINCHER Hydration for Life	Improving safety for athletes and reducing the number of injuries and death from heat related causes for all ages. Promoting proper hydration and preventing heat illness through education and supporting activities. http://kendrickfincher.org
OZARKS WATER WATCH	The Foundation works with federal, state and local government agencies and interested citizen groups as an advocate for clean water projects, as a catalyst to create and implement projects to improve water quality and as a community educator on the causes and impact of reduced water quality. http://www.ozarkswaterwatch.org/
REALMS ANIME	Come visit the original Arkansas Anime Store! https://www.facebook.com/realmsanime/timeline
Olive Loom	Olive Loom empowers women by enhancing their talents as seamstresses to produce the Olive Loom clothing line, a line made with local love in every stitch. Olive Loom produces professional clothing made by a network of Loomineers from all walks of life from all over the USA. http://oliveloom.com

nwa women's shelter	The Northwest Arkansas Women's Shelter provides free emergency shelter, food, and clothing to victims of domestic violence and/or sexual assault. We provide a free 24-hour crisis phone line and services to clients. We also offer court advocacy, Spanish bilingual services, children's advocacy and programming, community education, support groups, counseling, and a volunteer program.
ADVOCARE	At AdvoCare, We Build Champions® through physical and financial wellness. Backed by the latest science, AdvoCare provides innovative nutritional, weight-management, sports performance and skin care products. https://www.advocare.com/default.aspx
AMERICAN LEGION	American Legion Post 27 Hrs Fayetteville, Arkansas. Monday,Wednesday,Thursday Friday 3-10pm Closed Tuesday Saturday-Sunday 12 -10 pm http://www.legionpost27.org
CHILDREN'S THERAPY TEAM together • everyone • achieves • more	TEAMworks seeks to improve and enhance the lives of special needs children locally and internationally. http://www.teamworksteam.org www.childrenstherapyteam.com
CRYSTAL BRIDGES MUSEUM OF AMERICAN ART	Crystal Bridges Museum of American Art welcomes all to celebrate the American spirit in a setting that unites the power of art with the beauty of nature. We explore the unfolding story of America by actively collecting, exhibiting, interpreting, and preserving outstanding works that illuminate our heritage and artistic possibilities. http://crystalbridges.org

VM VETERANS MOTEL TO SERVE THOSE WHO SERVED US	Serving Veterans in crisis with temporary housing and supportive services. info@veteransmotel.org http://www.veteransmotel.org/
GREAT SOUTHERN BANK	Community matters a lot to us, and we know that it means a lot to you, too. It means building on good relationships and creating new ones. It means helping each other. It means working together to overcome obstacles as well as achieving new opportunities. We consider all Great Southern communities part of our extended family, so we do what we can to help where we are. https://www.greatsouthernbank.com
Life Source	LifeSource International is a non-profit organization in Fayetteville, Arkansas. Our mission is to give a hand up, not just a hand out. LifeSource uses a holistic approach to help individuals and families in need. Our goal is to make a difference both now and for generations to come. We help families in stress by customizing our services to meet their unique needs. http://lifesourceinternational.org
WoodmenLife Standing Strong For Generations	Woodmen of the World was founded in 1890 as a not-for-profit. We give back to our members-customers and the communities we live in. Today, Woodmen of the World offers insurance, annuities, mutual funds,* and 529 College Savings Plans.* More than 700,000 Woodmen of the World member-customers across the country share a commitment to family, community and country. To learn more about Woodmen of the World, visit woodmen.org.

	The Arkansas Freedom Fund (AFF) was incorporated in September of 2010 for the purpose of raising funds and providing support for wounded veterans and their families that reside, primarily, in the state of Arkansas. We currently consist of board members that bring military, veteran and charitable expertise to the corporation. http://www.arkansasfreedomfund.org
	VFW Post 2722 11084 Pearce Rd West Fork, AR 72774-0011 Daren Shepherd (Commander) Phone: 479-856-3694 E-mail: info@vfwpost2722.org http://www.vfwpost2722.org
	Concession Trailer including Dippin' Dots. Contact Betty Perkins moosetrac2@icloud.com
Daisy Exchange	We specialize in high-quality, name-brand clothing at amazingly low prices. 2407 N. College Fayetteville, AR 72703 (479) 582-3900 http://www.daisyexchange.com/locations.html
American Red Cross	The American Red Cross exists to provide compassionate care to those in need. Our network of generous donors, volunteers and employees share a mission of preventing and relieving suffering, here at home and around the world, through five key service areas: http://www.redcross.org

CHUCK'S CAKE SHOPPE 442-CAKE 407 N. COLLEGE	407 N College Ave, Fayetteville, AR 72701 Between E Lafayette St and E Maple St (479) 442-2253 https://www.facebook.com/pages/Chucks-Cake-Shoppe/118412174905363
U.S.ARMY	2622 W 6TH ST FAYETTEVILLE, AR 72704 479-587-9020 http://www.goarmy.com
CertaPro Painters	At CertaPro Painters, our reputation is based on Certainty — your Certainty of a job well done. We focus on the details of every project — interior and exterior — and we focus on you, our client. 2243 N College Ave, Ste 2, Fayetteville, AR 72703 (866) 670-7549
SPAY ARKANSAS	Spay Arkansas provides low cost spay neuter services to deserving pets that are owned by income qualified individuals from our entire geographic area We rely on donations from the public as well as contributions from clients using the clinic facility to fund our services. Our goal simply is to create a place where every pet has a home, thus our philosophy of NO MORE HOMELESS PETS. http://spayarkansas.org
BARK 'N PAWS PET & MARK	Hi! We're Chris & Patti Deen - the owners of Bark'NPaws and we live in Fayetteville. We're offering an all natural, low cost, fun way to wash your pet while we clean up the mess. **479-442-9274 (WASH)** 1267 North Steamboat Plaza, Suite 2-4, Fayetteville, AR 72704 http://www.barknpaws.com/index.php

FAYETTEVILLE RACE SERIES PARKS+RECREATION	Fayetteville Parks and Recreation is launching a new program, the Fayetteville Race Series. This series will be comprised of six events annually that will vary between running, cycling, and multisport activities. Each event will be different from the others and offer something for everyone. http://parks.fayetteville-ar.gov/1894/Fayetteville-Race-Series
	Pedal Pops are all-natural frozen pops made with simple ingredients with no added preservatives, colors, sweeteners, or thickening agents. 1309 S Walton Blvd, Ste 7, Bentonville, AR 72712 (404) 290-1916
Arkansas Support Network	Arkansas Support Network, Inc. is a 501(c)3 tax-exempt organization dedicated to providing the highest quality services and supports possible for individuals who have disabilities. Our guiding principle in 1988 was the belief that individuals who have disabilities and their families should be in control of service delivery. Our job is to assist, not to control. With every service that we have added since 1988, we have tried to adhere to this philosophy. http://www.supports.org
MOUNT SEQUOYAH FAYETTEVILLE, ARKANSAS EST. 1922	Ideally situated above downtown Fayetteville, Arkansas, Mount Sequoyah Retreat and Conference Center provides a welcome and relaxing environment while only being a mile or two from restaurants, shopping, entertainment, and the University of Arkansas. http://mountsequoyah.org
Washington County Lester C. Howick Animal Shelter	Opening in September 2012 under the administration of Washington County Judge Marilyn Edwards, the shelter is dedicated to serving the needs of dogs and cats in Washington County, Arkansas by finding new homes for dogs and cats, along with reuniting lost pets and their owners. The shelter is also home to the Washington Low Cost Spay & Neuter Program. For more information call 479-695-3450 or email tharp@co.washington.ar.us

Little Guys MOVERS	Welcome to the Little Guys Movers' Fayetteville location. We're a Fayetteville moving company that's committed to honest work and being involved in our community. 2101 N College Ave, Fayetteville, AR 72703 (479) 582-8782 http://www.littleguys.com/fayetteville
AR DENTISTRY & BRACES	The well-trained team at Arkansas Braces & Dentistry will care for you in a professional, yet fun atmosphere using the latest in orthodontic techniques and high-tech equipment. We are committed to helping you achieve the smile you've always wanted. http://arsmiles.com
Police Wives OF ARKANSAS	We support the law enforcement community by providing resources and emotional support to law enforcement officers and their families, and serving as a positive voice in the community. Together, we are backing those who represent the Thin Blue Line. Our goal is to provide support for the families in times of need and during special occasions through fundraising, donations, and volunteer work.
ARKANSAS STATE FRATERNAL ORDER OF POLICE FOP	AR State FOP is 26 lodges of 2,500 police officers. We are the voice of those who dedicate their lives to protecting and serving our communities. http://www.arfop.com
HEROES ON THE WATER	Heroes on the Water helps our Nation's warriors and veterans from all branches of the United States military unwind using the therapeutic qualities of fishing from kayaks. What looks like a day trip of paddling and fishing is in fact something much deeper and long-lasting. http://heroesonthewater.org

	Veterans of Foreign Wars 1006 North Thompson Street Springdale, AR 72764 (479) 750-3497 http://www.vfw-nwa.com/
PAUL MITCHELL the school ARKANSAS	Paul Mitchell The School Arkansas in Fayetteville, AR, is the premier beauty school in northwest Arkansas and beyond. Imagine starting your learning journey in a fun, creative, enjoyable atmosphere where education is of the utmost importance. 4156 N Steele Blvd. Fayetteville, ARKANSAS 72703 https://arkansas.paulmitchell.edu/about

We would also like to thank a few individuals for their guidance, help and support!

- Jake McBride of Kix-104
- Coleson Burns with Bikes, Blues & Bar BQ
- To All of our Celebrity Sliders
    - From KFSM – Garret Lewis (Winner Heat 1), Melissa Hall, Joe Pennington, Anna Pennington, Laura Simon, Katelynn Zoellner (Winner Heat 2), Jay Plyburn (Winner Heat 3)
    - Our Celebrity Slider who was in the cape and mask!
    - University of Arkansas' Coach Mike Anderson
    - Pagnozzi Charities founder, Tom Pagnozzi (Winner Heat 4)
    - Wiley Elliott of Celebrate Arkansas Magazine
    - Carlos Doubleday, Sam's Club Sr. VP, Integration, Planning and Communications
    - Todd Hanus of Mondelez International (Winner Heat 5)
    - CEO of JB Hunt, John Roberts
    - JB Hunt's Annie Finn and Robert Felton (Winner Heat 6)
    - Rolf Wilkins, President and Owner of Eureka Pizza
    - The University of Arkansas' BIG RED (Winner of Heat 7)

Finally, we want to thank ALL of our Volunteers and the people of Fayetteville! You guys are what community is ALL about!

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 02 2014

SOLDIER ON SERVICE DOGS, INC.
205 N CHURCH AVE STE 3
FAYETTEVILLE, AR 72701

Employer Identification Number:
47-1124063
DLN:
17053224342024
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
June 10, 2014
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Tamera Ripperda

Director, Exempt Organizations

Letter 947

Date of Application: 3/30/2016

Name of Organization: Terra Studios: using art to create a better world

Address: 12103 Hazel Valley Road

City: Fayetteville *State: AR* *Zip: 72701*

Phone: 479-643-3185

Year Organization was established: 2014 Using Art to Create a Better World (&1975 Terra Studios)

Meeting/Event Name: Terra Studios, Marketing & Advertising, for nonprofit start-up

Year Established: 2014 *Frequency (i.e. semi-annual, etc.): Year-Round*

Meeting/Event Director: Val Gonzalez, Executive Director

Phone: 479-313-0117 *Email: val@terrastudios.com*

Meeting/Event Start Date: 5/1/2016 *Meeting/Event End Date: 12/31/2016*

Meeting/Event Location: Terra Studios

Funds Requested: $43,839.00

Will this funding decide the meeting/event location? No

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. **Terra Studios is requesting an advertising grant. Terra Studios, though not in the city limits, is Fayetteville. We have a Fayetteville address, and all marketing is done with a Fayetteville address. We send out 20,000 Bluebirds of Happiness across the country each year with printed material encouraging visits with that Fayetteville address. The Fayetteville Visitors Bureau recognizes Terra Studios as one of the main attractions for Fayetteville tourism, as do neighboring cities of Rogers, Bentonville, Springdale and Eureka Springs. When these local CVB bring motor coach tours, those guests almost always eat in Fayetteville. When potential visitors search for Terra Studios, as they do because of the fame of the beloved Bluebird of Happiness, we appear as a Fayetteville destination with a Google rating of 4.8, a Trip Advisor rating of 4.5, and Facebook ratings of 4.7. Excellent articles can be found on a wide variety of travel sites including roadtrippers, and Group Travel Magazine, and Terra Studios was nominated for a Henry Award at the 2014 Governor's Conference on Tourism. We are confident in asking you for help in our transition to a nonprofit because Terra Studios is beneficial to the best interests of the Fayetteville A & P as we have a proven track record as a tourism attraction and because we do an excellent job of showcasing Fayetteville hospitality and promoting other Fayetteville attractions. Terra Studios is an artistic and community treasure, and it is a fun and free major attraction that not only supports our community, local visitors and over a hundred regional artists who show their work in our gallery, but also brings tourists to Fayetteville from all over the US and from around the world to see the home of the renowned Bluebird of Happiness, to see locally produced arts and crafts, to walk the native stone labyrinth and enjoy the six-acre, free Art Park. Terra Studios**

currently hosts about 50,000 visitors annually, approximately half of whom live outside NWA. Terra Studios is poised at the edge of a new growth spurt, where we will be able to increase attendance by 50% without a significant increase in overhead. At present we do not have the funds to advertise for this kind of expansion. An A & P grant would allow us to greatly increase our reach and position us to fund even more growth later. All funds requested will be used directly for marketing and advertising. We are particularly requesting funding for ads in tourism-related publications (such as the Arkansas Tour Guide, the NATA Guide, Fayetteville Insiders Guide, TravelHost, etc.,) brochures, social media advertising, and especially, mobile outreach and web-based advertising. Complete budgets are attached. Terra Studios advertising budget has been aimed at State and Regional tourism. We plan to use funds to continue these efforts, but also to draw a much larger audience. Of the 50,000 annual visitors, interviews show about half of our guests come from the four county region of NWA; the other half come from across the country and around the world. Of course neighboring states are most often mentioned, such as Texas, Oklahoma, and Missouri, but we also see repeat traffic from Iowa, Wisconsin, Minnesota and Illinois as well as from other parts of Arkansas. And, each week we have visitors from around the globe. We are frequently asked about other attractions, restaurants, and accommodations in Fayetteville. Our staff follows the recommendations of the Fayetteville Visitors Bureau in recommending Fayetteville attractions and directs folks to the Bureau office for more information. We hope to grow the number of visitors as we spread the word about the new nonprofit, hands-on arts programs and new installations in the Art Park draw more people.

How many people outside of Fayetteville will be exposed to your project and how will you do that?

Due to the distribution of tour guides, magazines, mobile ads and social media it is safe to say the reach of exposure will be several million people. To do that, we will continue to advertise in the aforementioned tour guides, but will add coupons and expand the ad size as we are currently opting for the smallest ads available. We will revamp print brochures for state wide visitor's centers to distribute. From experience, we know that larger ads, coupons, and mobile/digital ads attract more people but these are large investments for a new nonprofit. We want to also expand advertising to mobile devices as this is one of the fastest growing markets with tremendous potential, and we wish to reach out to group tour magazines where one recent article about hands-on art at Terra Studios drew many more inquiries and several tours. The Fayetteville Visitors' Bureau often brings motor coach tours to visit, and those guests always report very positive experiences. Drawing more group tours and individual tourists to Terra Studios will ultimately draw more visitors to Fayetteville as Fayetteville is where our visitors explore, stay and dine.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

The Fayetteville A & P presently has a link on our website: https://terrastudios.com/our-story, and we will also place a logo on the sponsorship page, sidebar or footer of our website. We will include the A & P in all fundraising sponsor materials, ie annual fundraiser, annual membership event, Fall Music and Art Festival, etc. Links in social media posts including Facebook, Twitter, and Instagram will also be posted from time to time and especially in conjunction with sharing events of other A & P grantees. For example, we share posts for BBBQ, First Thursday, Block Street Block Party, events at Clinton House, etc., on our social media pages.

Additionally, we would like to work with you to create a wall-sized banner or mural of local attractions, with A & P credit, that will be displayed prominently at Terra Studios.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

We have not applied, nor do we plan to apply, to any other entity for advertising funds.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

We have not previously applied for funding. Furthermore, our plan is to grow attendance, awareness and programs. Presently the majority of our programs are self-funded though we are seeking sponsorships for specific programs. We are largely under-represented in the tourism arena, and need addional funding to expand and enhance our market reach.

12:43 PM
03/29/16
Accrual Basis

Terra Studios: Using Art to Create a Better World
Profit & Loss
January through December 2015

	Jan - Dec 15
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43450 · Individ, Business Contributions	
43451 · Gallery Glass-Bluebirds	70,223.67
43450 · Individ, Business Contributions - Other	5,248.67
Total 43450 · Individ, Business Contributions	75,472.34
43452 · Donation	18,590.49
43400 · Direct Public Support - Other	1,818.26
Total 43400 · Direct Public Support	95,881.09
45000 · Investments	
45030 · Interest-Savings, Short-term CD	0.52
Total 45000 · Investments	0.52
46400 · Other Types of Income	
46430 · Miscellaneous Revenue	76.57
46400 · Other Types of Income - Other	9,261.72
Total 46400 · Other Types of Income	9,338.29
47200 · Program Income	
47210 · Art Park - income	2,425.00
47220 · CAFE	25,637.44
47230 · Membership Dues	2,904.00
47250 · Class Fees	13,661.10
47260 · HERITAGE ART GLASS DEMOS	
47261 · BLUEBIRDS of HAPPINESS	87,953.06
47263 · PINK BIRDS OF HOPE	15,051.83
47265 · GRACE & GRATITUDE	1,884.14
47267 · ART GLASS	5,010.48
47260 · HERITAGE ART GLASS DEMOS - Other	147,195.55
Total 47260 · HERITAGE ART GLASS DEMOS	257,095.06
47270 · GALLERY	
47271 · CONSIGNMENT Art Sales	104,982.48
47273 · Misc Gallery-Art Items Donated	48,374.42
47275 · Gift Certificates	360.00
47270 · GALLERY - Other	2,697.61
Total 47270 · GALLERY	156,414.51
47200 · Program Income - Other	-23,316.91
Total 47200 · Program Income	434,820.20
49000 · Special Events Income	
49010 · The Magic of Terra Studios	-1,617.00
49000 · Special Events Income - Other	925.00
Total 49000 · Special Events Income	-692.00
9988888 · Less Discount Given	-27,914.09
Total Income	511,434.01
Cost of Goods Sold	
50000 · Cost of Goods Sold	

Terra Studios: Using Art to Create a Better World
Profit & Loss
January through December 2015

	Jan - Dec 15
50001 · Cost of Art Glass Demo	19,303.57
50020 · Consignments Paid	32,692.19
50000 · Cost of Goods Sold - Other	55,246.34
Total 50000 · Cost of Goods Sold	107,242.10
Total COGS	107,242.10
Gross Profit	404,191.91
Expense	
60900 · Business Expenses	
60910 · Advertising and Promotion	18,156.91
60920 · Business Registration Fees	604.05
60900 · Business Expenses - Other	4,412.58
Total 60900 · Business Expenses	23,173.54
62100 · Contract Services	
62110 · Accounting Fees	720.85
62150 · Outside Contract Services	18.00
62100 · Contract Services - Other	3,564.25
Total 62100 · Contract Services	4,303.10
62800 · Facilities and Equipment	
62840 · Equip Rental and Maintenance	4,646.54
62890 · Rent, Parking, Utilities	
62892 · Gas - Utility	9,458.92
62893 · Electricity - Utility	4,577.53
62894 · Water - Utility	1,242.30
62895 · Trash - Utility	344.62
62890 · Rent, Parking, Utilities - Other	32,393.04
Total 62890 · Rent, Parking, Utilities	48,016.41
62800 · Facilities and Equipment - Other	1,159.49
Total 62800 · Facilities and Equipment	53,822.44
65000 · Operations	
65010 · Books, Subscriptions, Reference	282.95
65020 · Postage, Mailing Service	7,993.53
65030 · Printing and Copying	386.38
65040 · Supplies	16,958.32
65050 · Telephone, Telecommunications	6,126.54
65060 · Food and Cafe supplies	14,384.82
65080 · Technology	1,648.03
65000 · Operations - Other	30,935.68
Total 65000 · Operations	78,716.25
65100 · Other Types of Expenses	
65120 · Insurance - Liability, D and O	4,304.01
65150 · Credit Card Fees	8,159.19
65160 · Other Costs	5,631.15
65100 · Other Types of Expenses - Other	10.00
Total 65100 · Other Types of Expenses	18,104.35
66000 · Payroll Expenses	181,674.94

Terra Studios: Using Art to Create a Better World
Profit & Loss
January through December 2015

	Jan - Dec 15
66900 · Reconciliation Discrepancies	21,878.38
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	378.00
68320 · Travel	49.09
68300 · Travel and Meetings - Other	198.99
Total 68300 · Travel and Meetings	626.08
69000 · Discount	2,791.04
Total Expense	385,090.12
Net Ordinary Income	19,101.79
Net Income	19,101.79

Terra Studios 2016 Projected Budget - Advertising & Promotion

Priority	Date	Name	Memo	Class	Amount
high	07/01/2016	AHTD - BEATIFICATION	3 hwy 16 signs, I-49 Ramp/Directional Signs 540-62-A1, permit# A0	PROGRAMS	1,660.00
high	09/01/2016	COX Cable / TV/Mobile	Annual: Targeted mobile ads	PROGRAMS	10,000.00
high	09/01/2016	Cranford Johnson Robinson Woods	2017 AR tour guide - full page ad + coupons	PROGRAMS	6,590.00
high	09/01/2016	FAYETTEVILLE VISITORS BUREAU 1	Fayetteville Insiders Guide - full page ad	PROGRAMS	2,400.00
high	monthly - $200	TRAVELHOST OF NORTHWEST ARKANSAS	ad in travelhost magazine in local hotels	PROGRAMS	2,400.00
high	09/24/2015	VANTAGE POINT COMMUNICATIONS	Ad in Explore Northwest AR tour guide - print	PROGRAMS	2,600.00
high	11/24/2015	VANTAGE POINT COMMUNICATIONS	Ad in Explore Northwest AR - web based	PROGRAMS	1,200.00
high	annual	Print Place	brochures: state visitor centers, hotels, etc.	PROGRAMS	3,400.00
high	Monthly - $150	VESTRA INTERACTIVE WEB SOLUTIONS	monthly hosting and maintenance fee ($150/mo)	PROGRAMS	1,800.00
high		FACEBOOK COM	Targeted ads to day-trip markets	PROGRAMS	2,400.00
medium	06/01/2016	CAMPUS PUBLISHERS/TRAVELER	UA Game Day/ Visiting Parents' Publication Dates	PROGRAMS	800.00
medium	Monthly - $85	CONSTANT CONTACT	Monthly - $85	PROGRAMS	1,020.00
medium	05/01/2016	Group Tour Magazines	3 months/ 3 leading group tour magazines	PROGRAMS	2,970.00
medium	07/01/2016	FAYETTEVILLE ROOTS FESTIVAL MAGAZINE	Ad in festival flyers	PROGRAMS	360.00
low	04/01/2016	FAYETTEVILLE VISITORS BUREAU 1	1st Thursday Season Booth	PROGRAMS	70.00
low	06/01/2016	Ashby Street Outdoor	Billboard Advertising at State Entry Points	PROGRAMS	4,169.00
					43,839.00

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 26 2014

USING ART TO CREATE A BETTER WORLD
12103 HAZEL VALLEY RD
FAYETTEVILLE, AR 72701-3741

Employer Identification Number
45-5181948
DLN:
17053112347034
Contact Person:
DALE T SCHABER ID# 31175
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
May 19, 2014
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Tamera Ripperda

Director, Exempt Organizations

Letter 947

Date of Application: 4/1/2016

Name of Organization: ***Walton Arts Center***

Address: ***PO Box 3547***

City: ***Fayetteville*** ***State:*** ***AR*** ***Zip:*** ***72702***

Phone: ***479-571-2764***

Year Organization was established: ***1992***

Meeting/Event Name: ***Walton Arts Center's 2016 Holiday Programming Series***

Year Established: Click here to enter text. ***Frequency (i.e. semi-annual, etc.):*** ***annual***

Meeting/Event Director: ***Erin T. Hogue***

Phone: ***479-575-2764*** ***Email:*** ***ehogue@waltonartscenter.org***

Meeting/Event Start Date: 11/19/2016 ***Meeting/Event End Date: 12/31/2016***

Meeting/Event Location: ***Walton Arts Center: Baum Walker Hall, Starr Theater, Joy Pratt Markham Gallery***

Funds Requested: ***$25,000***

Will this funding decide the meeting/event location? ***No***Click here to enter text.

Give a summary of your event and describe in detail how the funds will be used. Use additional sheets if necessary. Walton Arts Center will reopen following a $23 million dollar renovation and kick-off its 25th Anniversary Season with exciting programming in November and December of 2016. Programming will celebrate Walton Arts Center's twenty-five year history while raising awareness of the Arts Center, Fayetteville and Northwest Arkansas with regional and national audiences. Confirmed shows include The Royal Winnipeg Ballet's *The Nutcracker*, renowned trumpeter and composer Chris Botti, The Dover Quartet and the family show Very Electric Christmas. Several other shows are currently under negotiation and will be announced in the coming months. Over the years, Walton Arts Center has proactively increased programming offerings during the holiday months of November and December, bringing productions like *Elf* and *The Nutcracker* to Northwest Arkansas, while also inaugurating a holiday film series comprised of favorites such as *The Polar Express* and *Home Alone*. Holiday-themed programming complements other Northwest Arkansas organizations' holiday initiatives, and we hope to build on the momentum of events like The Lights of the Ozarks in order to continue to encourage tourism and make Fayetteville a holiday destination in our region. Requested funding will help defray expenses tied to "Home for the Holidays" programming during the months of November and December 2016. Expenses include marketing costs, artist fees, artist travel and lodging, and production costs.

How many people outside of Fayetteville will be exposed to your project and how will you do that?

A strong visual identity and marketing plan will remain critical to the project's success and lead to a very strong kick-off for Walton Arts Center's 25th Anniversary Season. Advertising and promotions will include direct mail and email, TV, radio and print promotions, electronic advertising on www.waltonartscenter.org, Walton Art Center's FaceBook page, Instagram and Twitter accounts. In addition, Walton Arts Center will collaborate with the Fayetteville Convention and Visitors Bureau to promote group sales from outside the region.

Based on data collected through ticket purchases using WAC's ticketing software Tessitura, programming taking place during the holiday months of November and December will reach an estimated 10,000 audience members, the bulk of which reside in a 150 mile radius including Northwest and Central Arkansas, southern Missouri and Eastern Oklahoma. Participating artists will stay in Fayetteville, occupying at least 100 hotel rooms during the months of November and December (minimum of two nights per room). In 2015, 67% of patrons who attended a Walton Arts Center Holiday performance resided outside of Fayetteville. We anticipate meeting and exceeding this number in 2016.

Please state how you will credit the Fayetteville A & P i.e. printed materials, websites, etc. See page 2 of application.

The Fayetteville Advertising and Promotion Commission will be recognized on all hard copy, website and electronic marketing and promotional materials associated with Walton Arts Center's 25th Anniversary Season. In addition, the Fayetteville Advertising and Promotion Commission will be recognized as underwriters for "Home for the Holidays" programming taking place during the months of November and December in an effort to strategically encourage tourism and make Fayetteville a holiday destination in our region.

Is the meeting/event receiving grants from other sources? If so, please indicate from where and how much.

Funding from the Fayetteville Advertising and Promotion Commission will be matched with fundraising secured as well as with funds generated by ticket sales to public performances. Additional funding is currently being sought to support the 25th Anniversary Season which includes "Home for the Holidays" programming in November and December of 2016. If A & P Funding is not secured we will continue to seek funding that will allow us to present the proposed project activities.

Have you received prior A & P funding? If so, please indicate when and the total amount of each year.

Fiscal Year	*Awarded*	*Area of Support*
FY01	*$300*	*Marketing Materials*
FY02	*$1,500*	*Marketing Materials*
FY03	*$300*	*Marketing Materials*
FY04	*$6,600*	*Marketing Materials & Kiss Me Kate*
FY05	*$7,750*	*42nd Street*
FY06	*$20,000*	*Cirque: Rain*
FY07	*$10,000*	*Mamma Mia!*
FY08	*$15,000*	*Website Upgrade*
FY09	*$30,000*	*Annie*
FY10	*$30,000*	*Cirque Eloise: Nebbia & Artosphere Festival*
FY11	*$45,000*	*Beauty and the Beast & Artosphere Festival*
FY12	*$15,000*	*Artosphere Festival*
FY13	*$600,000*	*Capital Campaign Project*
FY15	*$18,000*	*VoiceJam Festival & Artosphere Festival*
FY16	*$10,000*	*Artosphere Festival*

Please email completed application to:
Kym Hughes
Executive Director
khughes@experiencefayetteville.com

☐ ***I have fully read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.***

Walton Arts Center

Walton Arts Center 25th Anniversary Season

Holiday Programming Budget

Income		Amount
Fayetteville Advertising & Promotion Commission	*$*	*25,000*
Ticket Sales & Fees	$	296,000
Concessions & Merchandise	$	20,000
Sponsors, Foundations & Grantors	$	56,000
Applicant Cash	$	16,000
	$	**413,000**
Expenses		
Artist Fees	$	245,000
Artist Hospitality (Travel & Lodging)	$	20,000
Production	$	8,000
Temporary Employers/Local Crew	$	34,000
Marketing & Advertising	$	25,000
Print, Copies, Supplies	$	2,000
Other (Staff Meetings, Travel, Donor Cultivation, (	$	10,000
Administration (20% Direct Expenses)	$	69,000
	$	**413,000**
Income less Expense	$	-

2016 Holiday Programming
Marketing Budget

Line Item	Amount
Festival website and on-line/social media strategy	$4,200
Radio & TV	$13,600
Print Advertising	$5,300
Invitations, Posters, Banners, Brochures, etc.	$1,900
Total Paid Advertising	**$25,000**
In-Kind Advertising & Trades	$6,500
Total of In-Kind & Paid Advertising	**$31,500**

Walton Arts Center
life is sweet

Organizational Operating Budget
For Fiscal Year 2016

	Combined	WAC	AMP
	FY 2016 Budget	FY 2016 Budget	FY 2016 Budget
Revenues			
Earned:			
Ticket Sales	$ 8,588,100	$ 3,995,700	$ 4,592,400
Learning & Engagement Sales	$ 116,300	$ 116,300	$ -
Ticket Fees	$ 1,589,100	$ 521,700	$ 1,067,400
Leases	$ 564,900	$ 564,900	$ -
Client Usages	$ 214,300	$ 100,700	$ 113,600
Concessions & Merchandise	$ 1,229,100	$ 205,000	$ 1,024,100
Other Earned	$ 349,100	$ 341,100	$ 8,000
Total Earned Revenue	$ 12,650,900	$ 5,845,400	$ 6,805,500
Contributed:			
Grants	$ 2,356,300	$ 2,256,300	$ 100,000
Individual Giving	$ 897,000	$ 690,000	$ 207,000
Corporate Support	$ 1,385,500	$ 810,500	$ 575,000
Fundraising	$ 113,000	$ 113,000	$ -
Special Events	$ 149,200	$ 149,200	$ -
Endowment Transfers	$ 457,000	$ 457,000	$ -
In-Kind	$ 295,500	$ 203,500	$ 92,000
Total Contributed Revenue	$ 5,653,500	$ 4,679,500	$ 974,000
Total Revenue	**$ 18,304,400**	**$ 10,524,900**	**$ 7,779,500**
Expenses			
Direct - Artist Fees	$ 6,654,600	$ 3,617,800	$ 3,036,800
Direct - Production	$ 3,245,100	$ 1,674,900	$ 1,570,200
Indirect - Personnel	$ 5,073,100	$ 4,052,400	$ 1,020,700
Indirect - Other	$ 2,391,000	$ 1,377,000	$ 1,014,000
In-Kind	$ 345,500	$ 253,500	$ 92,000
Total Expenses	**$ 17,709,300**	**$ 10,975,600**	**$ 6,733,700**
OPERATING MARGIN	**$ 595,100**	**$ (450,700)**	**$ 1,045,800**
Other			
Depreciation	$ 1,007,800	$ 937,000	$ 70,800
Interest Expense	$ 108,600	$ 104,600	$ 4,000
Taxes	$ (324,600)	$ (372,600)	$ 48,000
Total Other	**$ 791,800**	**$ 669,000**	**$ 122,800**
Change in Net Assets	**$ (196,700)**	**$ (1,119,700)**	**$ 923,000**

Walton Arts Center

Attachment 4

2016 Walton Arts Center Council Members		
Member	Affiliation	Home Town
Bob Alexander	Retired, Art and Antiques Business Owner	Rogers, AR
Steve Clark	President/CEO, Fayetteville Chamber of Commerce	Fayetteville, AR
Doug Cummins	Professor Emeritus	Fayetteville, AR
Adam Dill	Vice President for Field Sales at General Mills	Rogers, AR
Hershey Garner	Radiation Oncologist	Fayetteville, AR
David Gay	Professor of Economics, University of Arkansas	Fayetteville, AR
Jeff Gearhart	Executive Vice President and General Counsel, Walmart Stores	Fayetteville, AR
Michelle Gloeckler	Executive Vice President, Consumables and Health & Wellness, Walmart	Bentonville, AR
Mark Henneberger	Vice President of Shows and Events, Walmart	Rogers, AR
Mike Johnson	Associate Vice Chancellor, Facilities Management, University of Arkansas	Fayetteville, AR
Greg Lee+	Retired, Vice President, Tyson Foods	Fayetteville, AR
Sarah Lewis	Working Group Manager, Sustainability Consortium, University of Arkansas	Fayetteville, AR
Sara Lilygren	Sr. Vice President, External Relations, Tyson Foods, Inc.	Rogers, AR
Arist Mastorides	Vice President Global Walmart Team, Kimberly-Clark	Rogers, AR
Anne O'Leary-Kelly	Associate Dean, Walton College of Business at the University of Arkansas	Fayetteville, AR
Luis Restrepo*	Spanish Professor, University of Arkansas	Fayetteville, AR
Marti Sudduth	Retired, Educator	Bentonville, AR
Barbara G. Taylor	Retired, Associate Vice Chancellor for Human Resources, University of Arkansas	Fayetteville, AR
Mindy Thompson-Sherwood	Vice President, Procter & Gamble	Fayetteville, AR
Matt Trantham	Senior Athletic Director for Internal Operation, University of Arkansas	Fayetteville, AR
Scott Varady	Executive Director, Razorback Foundation	Fayetteville, AR
Bill Waite	Owner, Dickson Street Liquor	Fayetteville, AR
Jerry Walton	Advisor, Hunt Ventures	Rogers, AR
Vacant	*Pending Appointee from the University of Arkansas*	

As a result of a joint venture between the University of Arkansas and the City of Fayetteville, the Walton Arts Center Council was mandated to represent these entities and constituencies. The 24 member Council is comprised of six representatives appointed by the University of Arkansas, six representatives appointed by the City of Fayetteville and twelve at-large members representing communities throughout Northwest Arkansas.

April 2016

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: March 14, 2001

Person to Contact:
Viola Wahoff 31-07420
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 9:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
71-0647212

Walton Arts Center Council, Inc.
PO Box 3547
Fayetteville, AR 72702

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in August 1988 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Walton Arts Center Council, Inc.
71-0647212

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

John E. Ricketts

John E. Ricketts, Director, TE/GE
Customer Account Services