

ADVERTISING AND PROMOTION COMMISSION

May 16, 2016

12:30pm

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

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

Staff: Kym Hughes, Executive Director

Lunch will be served for A&P Commissioners at 12:00pm.

A. Call to Order at 12:30pm

B. Consent Agenda

1. Minutes of the April 2016 meeting.
2. Financial statements. – The distribution of monthly financial statements to the Commission is required by the Bylaws.

C. Old Business

1. None.

D. New Business

1. Spring 2016 funding requests. – The Commission received 21 applications for funding and may disburse up to \$103,508.
2. Walker-Stone House sale contract. – Owners of the Walker-Stone House have offered to sell the landmark to the A&P Commission for \$750,000.
3. Contract to develop a branding strategy. – A committee recommends a engaging Blkbox for services related to branding strategy. The proposed cost is \$37,500.
4. Executive Session to consider the resignation of the Executive Director. – Kym Hughes has announced her last day will be July 1.

E. Reports and Presentations

1. None.

F. Agenda Additions

An item may be added to the agenda with a consensus of the majority of the Commission.

G. Announcements

Brief announcements of upcoming events, recent awards, etc.

Advertising and Promotion Commission

Marcy Meeting

April 18, 2016

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

Staff Present: Kym Hughes, Sally Fisher and Sandra Bennett

Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on April 18, 2016 at 2:00 pm.

Approval of Minutes

Commissioner Matt Behrend moved to approve the March minutes, motion seconded by Commissioner Adella Gray. Motion carried with a vote of 7:0.

Old Business

No old business.

New Business

Walker-Stone House acquisition opportunity presented by Mr. Hugh Kincaid. Commissioners will tour the facility before the May meeting.

Reports & Presentations

Bike Share Program presentation given by Mr. Dane Eifling.

Quarterly Reports

Budget

Consolidated Revenue - HMR revenue, Town Center Rental income, incidentals and alcohol all show an increase compared to last year. Clinton House Museum admissions has more than doubled compared to 2015.

Consolidated Expenditures – There is an increase in Advertising & Marketing, but is still below budget. There is a decrease in insurance & health benefits and wages.

Balance Sheet

Total Cash	\$771,987.96
Prepaid Research (rebranding)	\$57,431.63
Total Liabilities	\$367,689.27
Total Assets	\$4,213,558.16

Departmental Reports

Town Center - Lost Business is now being tracked; first quarter lost business is \$149,575.00. Collections are up 17% compared to 2015 First Quarter. Event Breakdown: NP-41%, Corp-19%, Social-10%, Ed-5%, UA-13%, CVB-6% and Community-3%.

Visitors Bureau – Social media is now being measured. Sales Leads – 70 groups; economic impact - \$31,976,482.00. Definite Bookings – 26 Groups; economic impact - \$5,074,118.00. Lost Business – 5 Groups; economic impact - \$1,260,006.00.

Visitor's Center – Revenue is up \$2,200.00 compared to First Quarter of 2015. The margin is up over 22%.

Clinton House - Admissions are up 81% compared to 2015.

Executive Session – Commissioner Ching Mong moved to go into Executive Session to discuss disciplining one or both Executive Director and the Clinton House Museum Director. Motion was seconded by Commissioner Tim Freeman. Motion carried with a vote of 7:0.

Commissioner Tim Freeman moved to have Commission empower the chair to take discipline action, as recommended by SPMI, with regards to Kym Hughes and Kate Johnson on behalf of the Commission. Motion seconded by Commissioner Hanna Withers. Motion carried with a vote of 7:0.

Chairman Petty announced another Executive Session scheduled for Tuesday, April 26 at 1:00 pm.

Announcements

Commissioner Freeman reported on the combined ticket option for several area museums. The combined ticket price would include the Botanical Gardens, Air Museum, Headquarters House and the Clinton House Museum. Formal request will be submitted by the June meeting.

Urgent Business

No urgent business.

Chairman Petty adjourned the meeting at 3:44pm.

Respectfully submitted,
Sandra Bennett
Operations Administrator

Financial Statements

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

CONSOLIDATED A & P COMMISSION

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	2,941,944	980,648	1,017,901	927,618	1,924,043	245,162	277,792	257,491
40200 · PY Hotel, Motel, Restaurant Tax	18,000	6,000	18,670	20,251	(670)	1,500	(74)	816
40600 · Rental Income	557,331	185,777	146,528	158,619	410,803	46,444	58,283	50,784
40601 - Incidentals	30,740	10,247	21,780	16,245	8,960	2,562	8,029	5,094
40602 - Alcohol Sales	50,000	16,667	12,597	18,122	37,403	4,167	5,658	14,587
40700 · 1st Thursday Income	20,000	5,000	11,166	1,766	8,834	2,500	1,631	690
40800 · Other Income	2,100	700	3,649	1,475	(1,549)	175	644	251
41000 · Parking Revenue	13,561	4,520	2,844	3,400	10,717	1,130	508	3,400
41001 · Parking Lease	19,815	6,604	0	5,398	19,815	1,651	0	4,648
41200 · Gift Shop Sales	6,781	2,260	1,168	1,588	5,613	565	343	491
41300 · Visitor Store	32,830	10,942	5,439	6,082	27,391	2,736	2,006	2,268
41400 · Partership Income	2,750	0	0	600	2,750	0	0	300
41600 · Admission Revenue	18,674	6,224	5,561	3,807	13,113	1,556	1,479	1,784
41700 · Health Reimbursement	0	0	0	1,389	0	0	0	0
42000 · Special Projects	21,365	7,120	2,414	4,268	18,951	1,780	1,420	175
42005 · Security Income	1,800	720	0	0	1,800	240	0	0
42600 · Interest Income Investments	12,000	4,000	4,575	4,656	7,425	1,000	984	1,040
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	3,075	1,023	1,284	787	1,791	256	293	214
42900 · Visitor Guide Ad Income	22,000	18,800	17,400	0	4,600	3,200	3,100	0
43200 · LOTO Income	10,300	0	0	0	10,300	0	0	0
98000 · Transfer In	1,325,647	411,702	0	0	1,325,647	111,619	0	0
Total Revenue	5,110,713	1,678,954	1,272,976	1,176,071	3,837,737	428,243	362,096	344,033
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	435	0	(435)	0	257	0
50001 - CVB Store - COGS	0	0	1,647	71	(1,647)	0	560	0
Total Cost of Goods Sold	0	0	2,082	71	(2,082)	0	817	0
Gross Profit	5,110,713	1,678,954	1,270,894	1,176,000	3,839,819	428,243	361,279	344,033

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

CONSOLIDATED A & P COMMISSION

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	12,000	4,000	1,498	1,708	10,502	1,000	499	1,066
61500 · Credit Card Fees	10,950	3,650	2,096	2,411	8,854	913	378	944
62500 · Advertising & Marketing	860,000	336,833	331,954	94,186	528,046	44,333	41,619	6,190
62600 · Printing/Brochures	150,000	50,000	11,056	10,572	138,944	12,500	0	164
62700 · Website Update	12,000	4,000	2,000	2,000	10,000	1,000	500	500
63000 · Accounting & Legal Fees	6,500	2,168	1,814	0	4,686	542	0	0
63100 · Audit Expense	11,000	0	8,493	0	2,507	0	8,493	0
64000 · Office Expense	27,600	9,221	7,487	5,485	20,113	2,320	2,298	1,914
64100 · Visitor Store Expense	15,000	5,000	856	2,946	14,144	1,250	302	470
64150 - Clinton House Gift Shop	3,800	1,264	(62)	2,076	3,862	317	0	1,734
64500 · Insurance - Building	10,000	0	0	0	10,000	0	0	0
64501 - Insurance - Workers Comp	1,750	0	0	0	1,750	0	0	0
64502 - Insurance - D&O	2,000	0	0	0	2,000	0	0	0
65000 · Insurance & Health Benefits	115,640	38,531	29,912	37,202	85,728	9,634	7,478	7,349
65501 · Simple IRA Match	19,942	6,639	4,617	4,652	15,325	1,662	1,100	1,003
66000 · Car Allowance	43,600	9,200	1,200	1,650	42,400	4,300	300	300
66500 · Telephone Expense / Internet	19,460	6,485	4,373	5,930	15,087	1,621	1,918	2,021
67000 · Postage & Shipping Expense	30,500	10,167	9,524	3,328	20,976	2,542	2,206	1,180
67100 · Tracking Software	25,750	15,617	16,864	4,343	8,886	9,168	10,272	1,296
68100 · Rent	12,000	4,000	4,000	12,000	8,000	1,000	1,000	0
68400 · Maintenance / Lawn	17,500	2,000	806	39	16,694	1,000	806	39
68500 · Repairs & Maintenance Expense	166,300	60,432	39,413	36,932	126,887	13,358	7,527	14,506
68600 · Peace Fountain Maintenance	7,500	2,500	845	0	6,655	625	212	0
68700 · Linens	28,000	10,635	10,692	8,720	17,308	4,000	3,652	2,257
69500 · Publication & Dues	18,250	12,887	12,026	12,239	6,224	1,012	28	1,190
70000 · Travel / Training Expense	95,500	31,086	27,147	26,519	68,353	7,958	4,168	2,327
70500 · Taxes & Licenses	21,425	5,159	3,183	2,269	18,242	1,830	834	967
71000 · Collections Expense	63,000	21,000	20,731	18,957	42,269	5,250	5,554	5,166

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

CONSOLIDATED A & P COMMISSION

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
72000 · Payroll Tax Expense	56,428	18,805	16,482	17,029	39,946	4,702	3,973	3,634
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	58,500	24,983	23,894	26,900	34,606	4,208	5,829	1,189
76500 · Contract Labor	106,228	34,853	19,916	19,506	86,312	8,875	5,369	5,963
77500 · Wages Expense	719,873	239,954	200,732	201,679	519,141	59,989	49,892	45,056
77600 - Relocation Expense	0	0	0	5,000	0	0	0	0
78000 · Electric Utilities	72,600	20,475	17,638	19,744	54,962	4,860	3,925	4,299
78100 · Gas Utility	16,110	9,255	6,187	9,934	9,923	1,215	506	1,051
78200 · Water Utilitiy	10,934	3,005	3,205	2,699	7,729	765	781	728
78500 · Security	1,700	900	898	928	802	265	262	262
78600 · Airport Advertising	9,000	3,000	2,336	2,625	6,664	750	0	1,500
78700 · Minor Equipment	112,500	39,007	6,562	81,414	105,938	9,158	453	6,170
78800 · Airport Info Booth	5,000	1,600	1,600	1,200	3,400	400	800	0
89000 · Other Expense	20,000	4,000	0	0	20,000	2,000	0	0
94300 · LOTO Special Project	23,025	5,000	187	65	22,838	1,250	187	0
95000 · Misc. Special Projects - Other	269,865	89,952	66,493	41,003	203,372	22,488	36,221	14,759
95010 · 1st Thursday	20,000	9,000	10,483	5,603	9,517	2,600	4,067	4,353
95026 - Incidental Expenses	0	0	0	7,401	0	0	0	2,251
95027 - Alcohol & Bar Supply Purchases	30,000	10,000	3,041	11,423	26,959	2,500	2,113	7,552
95028 - Public Arts Program	105,000	0	0	0	105,000	0	0	0
95050 - Clinton Activities	450	75	0	125	450	0	0	0
96000 - Annual Improvements	234,950	54,990	0	0	234,950	22,495	0	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	746,556	248,852	232,743	248,852	513,813	62,213	58,186	62,213
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	685,027	208,774	0	0	685,027	88,375	0	0
Total Expenditures	5,110,713	1,678,954	1,164,922	999,294	3,945,791	428,243	273,708	213,563
Excess of Revenues Over/(Under) Expenditures	0	0	105,972	176,706	(105,972)	0	87,571	130,470

Fayetteville A&P Commission

Balance Sheet

As of April 30, 2016

ASSETS

Current Assets

Cash

10000 CVB Cash in Register	100.00
10050 TC Cash on Hand	300.00
10100 CHM Cash In Register	100.00
10200 Arvest A&P General #4856	778.50
10300 1st Security A&P #8714	169,909.63
10400 1st Security Fayetteville TC	354,629.58
10500 1st Security Clinton House	20,983.17
10600 1st Security CVB # 8730	25,799.94
10700 Arvest Payroll Account #4636	<u>57,318.31</u>

Total Cash 629,919.13

11000 Accounts Receivable 71,805.36

11001 Accounts Receivable - City 2,844.20

11400 Due From Other Funds 32,178.05

11500 Prepaid Expenses 38,308.59

11501 Prepaid Research Fees 57,431.63

12100 Inventory Asset - CVB 5,575.07

12150 Inventory Asset - CHM 2,794.36

13000 Investments 1,846,408.58

13100 Investments: Adjust to Market (9,990.00)

Total Investments 1,836,418.58

Total Current Assets 2,677,274.97

Other Assets

14500 Capital Assets

15000 Furniture and Fixtures 34,550.01

15100 Equipment 262,117.44

15500 CVB Building 930,569.02

15510 CVB Land 198,621.00

15600 Building Additions 567,178.25

16600 Construction in Progress 0.00

17300 Accumulated Depreciation (584,990.00)

Total Other Assets 1,408,045.72

TOTAL ASSETS 4,085,320.69

Fayetteville A&P Commission

Balance Sheet

As of April 30, 2016

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	4,446.29
23002 Colonial Life& Acc Ins. Payable	0.00
24000 Payroll Liabilities	0.00
24100 Employee Benefits Payable	0.00
24500 Due to Other Funds	5,556.98
24750 Unearned A&P Revenue	0.00
24900 Unearned Revenue 2015	0.00
24901 Unearned Revenue 2016	136,119.61
24902 Unearned Revenue 2017	3,150.00

Total Liabilities

149,272.88

Equity

39005 Fund Balance	3,830,076.51
Net Revenue	105,971.30

Total Equity

3,936,047.81

TOTAL LIABILITIES AND EQUITY

4,085,320.69

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

FAYETTEVILLE A & P

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	2,941,944	980,648	1,017,901	927,618	1,924,043	245,162	277,792	257,491
40200 · PY Hotel, Motel, Restaurant Tax	18,000	6,000	18,670	20,251	(670)	1,500	(74)	816
40600 · Rental Income	0	0	0	0	0	0	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40700 · 1st Thursday Income	0	0	0	0	0	0	0	0
40800 · Other Income	2,100	700	1,650	360	450	175	300	0
41000 · Parking Revenue	0	0	0	0	0	0	0	0
41001 · Parking Lease	0	0	0	0	0	0	0	0
41200 · Gift Shop Sales	0	0	0	0	0	0	0	0
41300 · Visitor Store	0	0	0	0	0	0	0	0
41400 · Partership Income	0	0	0	0	0	0	0	0
41600 · Admission Revenue	0	0	0	0	0	0	0	0
41700 · Health Reimbursement	0	0	0	1,389	0	0	0	0
42000 · Special Projects	0	0	0	0	0	0	0	0
42005 · Security Income	0	0	0	0	0	0	0	0
42600 · Interest Income Investments	12,000	4,000	4,575	4,656	7,425	1,000	984	1,040
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	1,250	417	524	347	726	104	117	85
42900 · Visitor Guide Ad Income	22,000	18,800	17,400	0	4,600	3,200	3,100	0
43200 · LOTO Income	2,100	0	0	0	2,100	0	0	0
98000 · Transfer In	405,670	115,238	0	0	405,670	24,608	0	0
Total Revenue	3,405,064	1,125,803	1,060,720	954,621	2,344,344	275,749	282,219	259,432
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	0	0	0	0	0	0
Gross Profit	3,405,064	1,125,803	1,060,720	954,621	2,344,344	275,749	282,219	259,432

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

FAYETTEVILLE A & P

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	12,000	4,000	1,498	1,641	10,502	1,000	499	999
61500 · Credit Card Fees	0	0	0	0	0	0	0	0
62500 · Advertising & Marketing	850,000	333,500	331,407	93,782	518,593	43,500	41,544	6,190
62600 · Printing/Brochures	150,000	50,000	11,056	10,572	138,944	12,500	0	164
62700 · Website Update	12,000	4,000	2,000	2,000	10,000	1,000	500	500
63000 · Accounting & Legal Fees	6,500	2,168	1,814	0	4,686	542	0	0
63100 · Audit Expense	11,000	0	8,493	0	2,507	0	8,493	0
64000 · Office Expense	4,250	1,418	904	958	3,346	354	259	99
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building	10,000	0	0	0	10,000	0	0	0
64501 - Insurance - Workers Comp	1,750	0	0	0	1,750	0	0	0
64502 - Insurance - D&O	2,000	0	0	0	2,000	0	0	0
65000 · Insurance & Health Benefits	16,520	5,506	2,719	3,422	13,801	1,377	680	668
65501 · Simple IRA Match	4,350	1,446	886	459	3,464	363	222	0
66000 · Car Allowance	3,600	1,200	1,200	1,650	2,400	300	300	300
66500 · Telephone Expense / Internet	0	0	0	0	0	0	0	0
67000 · Postage & Shipping Expense	30,000	10,000	9,524	3,246	20,476	2,500	2,206	1,180
67100 · Tracking Software	750	285	282	204	468	85	40	49
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	7,500	0	0	0	7,500	0	0	0
68500 · Repairs & Maintenance Expense	75,000	25,000	5,920	5,749	69,080	6,250	1,120	4,609
68600 · Peace Fountain Maintenance	7,500	2,500	845	0	6,655	625	212	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	15,000	11,970	11,381	11,619	3,619	970	28	1,190
70000 · Travel / Training Expense	10,000	3,336	3,747	853	6,253	833	1,642	287
70500 · Taxes & Licenses	3,000	0	0	225	3,000	0	0	0
71000 · Collections Expense	63,000	21,000	20,731	18,957	42,269	5,250	5,554	5,166

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

FAYETTEVILLE A & P

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)		0	0			0	0	
72000 · Payroll Tax Expense	11,261	3,752	3,604	4,615	7,657	938	877	889
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	2,500	833	751	1,594	1,749	208		0
76500 · Contract Labor	35,000	11,667	1,419	0	33,581	2,917	378	0
77500 · Wages Expense	145,000	48,332	43,507	54,448	101,493	12,083	10,833	11,190
77600 - Relocation Expense	0	0	0	5,000	0	0	0	0
78000 · Electric Utilities	0	0	0	0	0	0	0	0
78100 · Gas Utility	0	0	0	0	0	0	0	0
78200 · Water Utilitiy	0	0	0	0	0	0	0	0
78500 · Security	0	0	0	0	0	0	0	0
78600 · Airport Advertising	9,000	3,000	2,336	2,625	6,664	750	0	1,500
78700 · Minor Equipment	100,000	33,332	3,099	80,247	96,901	8,333	453	5,800
78800 · Airport Info Booth	5,000	1,600	1,600	1,200	3,400	400	800	0
89000 · Other Expense	0	0	0	0	0	0	0	0
94300 · LOTO Special Project	15,000	5,000	187	65	14,813	1,250	187	0
95000 · Misc. Special Projects - Other	250,000	83,332	62,869	33,994	187,131	20,833	35,126	9,408
95010 · 1st Thursday	0	0	0	0	0	0	0	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol & Bar Supply Purchases	0	0	0	0	0	0	0	0
95028 - Public Arts Program	105,000	0	0	0	105,000	0	0	0
95050 - Clinton Activities	0	0	0	0	0	0	0	0
96000 - Annual Improvements	0	0	0	0	0	0	0	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	746,556	248,852	232,743	248,852	513,813	62,213	58,186	62,213
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	685,027	208,774	0	160,000	685,027	88,375	0	0
Total Expenditures	3,405,064	1,125,803	766,522	747,977	2,638,542	275,749	170,139	112,401
Excess of Revenues Over/(Under) Expenditures	0	0	294,198	206,644	(294,198)	0	112,080	147,031

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

CLINTON HOUSE

	2016 Annual Budget	April 2016 Year-to-Date		2015 YTD Actual	2016 Balance of Budget	April 2016 Month		2015 Month Actual
		Budget	Actual			Budget	Actual	
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 · PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 · Rental Income	750	250	325	0	425	62	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40700 · 1st Thursday Income	0	0	0	0	0	0	0	0
40800 · Other Income	0	0	515	0	(515)	0	44	0
41000 · Parking Revenue	0	0	0	0	0	0	0	0
41001 · Parking Lease	0	0	0	0	0	0	0	0
41200 · Gift Shop Sales	6,781	2,260	1,168	1,588	5,613	565	343	491
41300 · Visitor Store	0	0	0	0	0	0	0	0
41400 · Partership Income	0	0	0	0	0	0	0	0
41600 · Admission Revenue	18,674	6,224	5,561	3,807	13,113	1,556	1,479	1,784
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	1,500	500	0	175	1,500	125	0	175
42005 · Security Income	0	0	0	0	0	0	0	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	100	33	43	21	57	8	10	5
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	0	0	0	0	0	0	0	0
98000 · Transfer In	84,639	27,133	0	25,000	84,639	6,919	0	0
Total Revenue	112,444	36,400	7,612	30,591	104,832	9,235	1,876	2,455
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	435	0	(435)	0	257	0
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	435	0	(435)	0	257	0
Gross Profit	112,444	36,400	7,177	30,591	105,267	9,235	1,619	2,455

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

CLINTON HOUSE

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	0	0	0	0	0	0	0	0
61500 · Credit Card Fees	1,150	383	195	152	955	96	40	53
62500 · Advertising & Marketing	0	0	0	0	0	0	0	0
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	3,550	1,203	1,204	605	2,346	316	501	87
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 - Clinton House Gift Shop	3,800	1,264	(62)	2,076	3,862	317	0	1,734
64500 · Insurance - Building	0	0	0	0	0	0	0	0
64501 - Insurance - Workers Comp	0	0	0	0	0	0	0	0
64502 - Insurance - D&O	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	8,260	2,738	2,719	2,672	5,541	685	680	668
65501 · Simple IRA Match	1,330	442	428	410	902	111	107	102
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	1,560	520	508	505	1,052	130	127	163
67000 · Postage & Shipping Expense	0	0	0	0	0	0	0	0
67100 · Tracking Software	0	0	0	0	0	0	0	0
68100 · Rent	12,000	4,000	4,000	12,000	8,000	1,000	1,000	0
68400 · Maintenance / Lawn	10,000	2,000	806	39	9,194	1,000	806	39
68500 · Repairs & Maintenance Expense	1,800	600	484	65	1,316	150	293	0
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	250	250	220	210	30	0	0	0
70000 · Travel / Training Expense	2,000	1,000	768	1,047	1,232	0	643	628
70500 · Taxes & Licenses	1,200	400	99	124	1,101	100	64	27
71000 · Collections Expense	0	0	0	0	0	0	0	0

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

CLINTON HOUSE

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)			0	0			0	0
72000 · Payroll Tax Expense	3,474	1,159	1,474	1,152	2,000	290	419	277
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	0	0	0	0	0	0	0	0
76500 · Contract Labor	11,500	3,836	967	3,325	10,533	958	0	915
77500 · Wages Expense	44,306	14,770	17,849	13,652	26,457	3,692	5,211	3,413
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	1,450	395	316	367	1,134	75	66	73
78100 · Gas Utility	1,110	755	506	758	604	90	69	88
78200 · Water Utilitiy	1,454	235	179	183	1,275	75	46	47
78500 · Security	300	100	88	88	212	25	22	22
78600 · Airport Advertising	0	0	0	0	0	0	0	0
78700 · Minor Equipment	1,500	275	0	435	1,500	125	0	0
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
89000 · Other Expense	0	0	0	0	0	0	0	0
94300 · LOTO Special Project	0	0	0	0	0	0	0	0
95000 · Misc. Special Projects - Other	0	0	0	0	0	0	0	11
95010 · 1st Thursday	0	0	0	0	0	0	0	0
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol & Bar Supply Purchases	0	0	0	0	0	0	0	0
95028 - Public Arts Program	0	0	0	0	0	0	0	0
95050 - Clinton Activities	450	75	0	125	450	0	0	0
96000 - Annual Improvements	0	0	0	0	0	0	0	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	0	0	0	0	0	0	0	0
Total Expenditures	112,444	36,400	32,748	39,990	79,696	9,235	10,094	8,347
Excess of Revenues Over/(Under) Expenditures	0	0	(25,571)	(9,399)	25,571	0	(8,475)	(5,892)

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

TOWN CENTER

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 · PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 · Rental Income	556,581	185,527	146,203	158,619	410,378	46,382	58,283	50,784
40601 - Incidentals	30,740	10,247	21,780	16,245	8,960	2,562	8,029	5,094
40602 - Alcohol Sales	50,000	16,667	12,597	18,122	37,403	4,167	5,658	14,587
40700 · 1st Thursday Income	20,000	5,000	9,936	155	10,064	2,500	1,631	0
40800 · Other Income	0	0	1,184	1,241	(1,184)	0	0	1
41000 · Parking Revenue	13,561	4,520	2,844	3,400	10,717	1,130	508	3,400
41001 · Parking Lease	19,815	6,604	0	5,398	19,815	1,651	0	4,648
41200 · Gift Shop Sales	0	0	0	0	0	0	0	0
41300 · Visitor Store	0	0	0	0	0	0	0	0
41400 · Partership Income	0	0	0	0	0	0	0	0
41600 · Admission Revenue	0	0	0	0	0	0	0	0
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	19,865	6,620	2,414	4,093	17,451	1,655	1,420	0
42005 · Security Income	1,800	720	0	0	1,800	240	0	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	1,200	400	604	301	596	100	149	84
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	0	0	0	0	0	0	0	0
98000 · Transfer In	234,950	63,537	0	0	234,950	22,859	0	0
Total Revenue	948,512	299,842	197,562	207,574	750,950	83,246	75,678	78,598
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 - CVB Store - COGS	0	0	0	0	0	0	0	0
Total Cost of Goods Sold	0	0	0	0	0	0	0	0
Gross Profit	948,512	299,842	197,562	207,574	750,950	83,246	75,678	78,598

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

TOWN CENTER

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	0	0	0	0	0	0	0	0
61500 · Credit Card Fees	7,600	2,534	1,491	1,974	6,109	634	262	803
62500 · Advertising & Marketing	0	0	0	0	0	0	0	0
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	10,000	3,334	2,951	2,948	7,049	834	922	1,711
64100 · Visitor Store Expense	0	0	0	0	0	0	0	0
64150 · Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building	0	0	0	0	0	0	0	0
64501 · Insurance - Workers Comp	0	0	0	0	0	0	0	0
64502 · Insurance - D&O	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	41,300	13,767	10,877	14,544	30,423	3,442	2,719	1,398
65501 · Simple IRA Match	6,074	2,023	1,508	1,643	4,566	506	322	411
66000 · Car Allowance	0	0	0	0	0	0	0	0
66500 · Telephone Expense / Internet	7,900	2,633	1,617	2,766	6,283	658	539	765
67000 · Postage & Shipping Expense	500	167	0	0	500	42	0	0
67100 · Tracking Software	0	0	1,300	0	(1,300)	0	1,300	0
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	0	0	0	0	0	0	0	0
68500 · Repairs & Maintenance Expense	85,000	33,332	31,084	30,686	53,916	6,583	6,114	9,897
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	28,000	10,635	10,692	8,720	17,308	4,000	3,652	2,257
69500 · Publication & Dues	500	167	0	0	500	42	0	0
70000 · Travel / Training Expense	10,000	2,250	1,735	2,608	8,265	1,000	0	360
70500 · Taxes & Licenses	14,025	3,500	1,975	941	12,050	1,500	611	794
71000 · Collections Expense	0	0	0	0	0	0	0	0

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

TOWN CENTER

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)			0	0			0	0
72000 · Payroll Tax Expense	20,215	6,736	5,321	5,212	14,894	1,684	1,211	1,124
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	0	0	131	0	(131)	0	131	0
76500 · Contract Labor	59,728	19,350	17,530	16,181	42,198	5,000	4,991	5,048
77500 · Wages Expense	257,655	85,884	64,648	62,060	193,007	21,471	14,991	13,977
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	65,000	17,675	15,282	16,923	49,718	4,400	3,506	3,859
78100 · Gas Utility	15,000	8,500	5,681	9,176	9,319	1,125	437	963
78200 · Water Utilitiy	8,800	2,545	2,822	2,320	5,978	635	686	630
78500 · Security	1,400	800	810	840	590	240	240	240
78600 · Airport Advertising	0	0	0	0	0	0	0	0
78700 · Minor Equipment	5,000	3,400	3,463	370	1,537	200	0	370
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
89000 · Other Expense	0	0	0	0	0	0	0	0
94300 · LOTO Special Project	0	0	0	0	0	0	0	0
95000 · Misc. Special Projects - Other	19,865	6,620	3,624	6,780	16,241	1,655	1,095	5,340
95010 · 1st Thursday	20,000	9,000	10,483	0	9,517	2,600	4,067	0
95026 - Incidental Expenses	0	0	0	7,401	0	0	0	2,251
95027 - Alcohol & Bar Supply Purchases	30,000	10,000	3,041	11,423	26,959	2,500	2,113	7,552
95028 - Public Arts Program	0	0	0	0	0	0	0	0
95050 - Clinton Activities	0	0	0	0	0	0	0	0
96000 - Annual Improvements	234,950	54,990	0	0	234,950	22,495	0	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	0	0	0	0	0	0	0	0
Total Expenditures	948,512	299,842	198,066	205,516	750,446	83,246	49,909	59,750
Excess of Revenues Over/(Under) Expenditures	0	0	(504)	2,058	504	0	25,769	18,848

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

VISITOR CENTER

	2016 Annual Budget	April 2016 Year-to-Date		2015 YTD Actual	2016 Balance of Budget	April 2016 Month		2015 Month Actual
		Budget	Actual			Budget	Actual	
Revenue								
40000 · Hotel, Motel, Restaurant Taxes	0	0	0	0	0	0	0	0
40200 · PY Hotel, Motel, Restaurant Tax	0	0	0	0	0	0	0	0
40600 · Rental Income	0	0	0	0	0	0	0	0
40601 - Incidentals	0	0	0	0	0	0	0	0
40602 - Alcohol Sales	0	0	0	0	0	0	0	0
40700 · 1st Thursday Income	0	0	1,230	1,611	(1,230)	0	0	690
40800 · Other Income	0	0	300	(126)	(300)	0	300	250
41000 · Parking Revenue	0	0	0	0	0	0	0	0
41001 · Parking Lease	0	0	0	0	0	0	0	0
41200 · Gift Shop Sales	0	0	0	0	0	0	0	0
41300 · Visitor Store	32,830	10,942	5,439	6,082	27,391	2,736	2,006	2,268
41400 · Partership Income	2,750	0	0	600	2,750	0	0	300
41600 · Admission Revenue	0	0	0	0	0	0	0	0
41700 · Health Reimbursement	0	0	0	0	0	0	0	0
42000 · Special Projects	0	0	0	0	0	0	0	0
42005 · Security Income	0	0	0	0	0	0	0	0
42600 · Interest Income Investments	0	0	0	0	0	0	0	0
42610 · Unrealized Gain / Loss	0	0	0	0	0	0	0	0
42800 · Interest Income Checking	525	173	113	118	412	44	17	40
42900 · Visitor Guide Ad Income	0	0	0	0	0	0	0	0
43200 · LOTO Income	8,200	0	0	0	8,200	0	0	0
98000 · Transfer In	600,388	205,794	0	135,000	600,388	57,233	0	0
Total Revenue	644,693	216,909	7,082	143,285	637,611	60,013	2,323	3,548
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	0	0	0	0	0	0
50001 - CVB Store - COGS	0	0	1,647	71	(1,647)	0	560	0
Total Cost of Goods Sold	0	0	1,647	71	(1,647)	0	560	0
Gross Profit	644,693	216,909	5,435	143,214	639,258	60,013	1,763	3,548

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

VISITOR CENTER

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 · Signage-Tourism	0	0	0	67	0	0	0	67
61500 · Credit Card Fees	2,200	733	410	285	1,790	183	76	88
62500 · Advertising & Marketing	10,000	3,333	547	404	9,453	833	75	0
62600 · Printing/Brochures	0	0	0	0	0	0	0	0
62700 · Website Update	0	0	0	0	0	0	0	0
63000 · Accounting & Legal Fees	0	0	0	0	0	0	0	0
63100 · Audit Expense	0	0	0	0	0	0	0	0
64000 · Office Expense	9,800	3,266	2,428	974	7,372	816	616	17
64100 · Visitor Store Expense	15,000	5,000	856	2,946	14,144	1,250	302	470
64150 - Clinton House Gift Shop	0	0	0	0	0	0	0	0
64500 · Insurance - Building	0	0	0	0	0	0	0	0
64501 - Insurance - Workers Comp	0	0	0	0	0	0	0	0
64502 - Insurance - D&O	0	0	0	0	0	0	0	0
65000 · Insurance & Health Benefits	49,560	16,520	13,597	16,564	35,963	4,130	3,399	4,615
65501 · Simple IRA Match	8,188	2,728	1,795	2,140	6,393	682	449	490
66000 · Car Allowance	40,000	8,000	0	0	40,000	4,000	0	0
66500 · Telephone Expense / Internet	10,000	3,332	2,248	2,659	7,752	833	1,252	1,093
67000 · Postage & Shipping Expense	0	0	0	82	0	0	0	0
67100 · Tracking Software	25,000	15,332	15,282	4,139	9,718	9,083	8,932	1,247
68100 · Rent	0	0	0	0	0	0	0	0
68400 · Maintenance / Lawn	0	0	0	0	0	0	0	0
68500 · Repairs & Maintenance Expense	4,500	1,500	1,925	432	2,575	375	0	0
68600 · Peace Fountain Maintenance	0	0	0	0	0	0	0	0
68700 · Linens	0	0	0	0	0	0	0	0
69500 · Publication & Dues	2,500	500	425	410	2,075	0	0	0
70000 · Travel / Training Expense	73,500	24,500	20,897	22,011	52,603	6,125	1,883	1,052
70500 · Taxes & Licenses	3,200	1,259	1,109	979	2,091	230	159	146
71000 · Collections Expense	0	0	0	0	0	0	0	0

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

VISITOR CENTER

	2016	April 2016 Year-to-Date		2015	2016	April 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)			0	0			0	0
72000 · Payroll Tax Expense	21,478	7,158	6,083	6,050	15,395	1,790	1,466	1,344
72500 · Depreciation Expense	0	0	0	0	0	0	0	0
73000 · Convention Development	56,000	24,150	23,012	25,306	32,988	4,000	5,698	1,189
76500 · Contract Labor	0	0	0	0	0	0	0	0
77500 · Wages Expense	272,912	90,968	74,728	71,519	198,184	22,743	18,857	16,476
77600 - Relocation Expense	0	0	0	0	0	0	0	0
78000 · Electric Utilities	6,150	2,405	2,040	2,454	4,110	385	353	367
78100 · Gas Utility	0	0	0	0	0	0	0	0
78200 · Water Utilitiy	680	225	204	196	476	55	49	51
78500 · Security	0	0	0	0	0	0	0	0
78600 · Airport Advertising	0	0	0	0	0	0	0	0
78700 · Minor Equipment	6,000	2,000	0	362	6,000	500	0	0
78800 · Airport Info Booth	0	0	0	0	0	0	0	0
89000 · Other Expense	20,000	4,000	0	0	20,000	2,000	0	0
94300 · LOTO Special Project	8,025	0	0	0	8,025	0	0	0
95000 · Misc. Special Projects - Other	0	0	0	229	0	0	0	0
95010 · 1st Thursday	0	0	0	5,603	0	0	0	4,353
95026 - Incidental Expenses	0	0	0	0	0	0	0	0
95027 - Alcohol & Bar Supply Purchases	0	0	0	0	0	0	0	0
95028 - Public Arts Program	0	0	0	0	0	0	0	0
95050 - Clinton Activities	0	0	0	0	0	0	0	0
96000 - Annual Improvements	0	0	0	0	0	0	0	0
96500 · Special Funding	0	0	0	0	0	0	0	0
97000 · Bond Payments - Town Center	0	0	0	0	0	0	0	0
97100 · Trustee Expense	0	0	0	0	0	0	0	0
99000 · Transfer Out	0	0	0	0	0	0	0	0
Total Expenditures	644,693	216,909	167,586	165,811	477,107	60,013	43,566	33,065
Excess of Revenues Over/(Under) Expenditures	0	0	(162,151)	(22,597)	162,151	0	(41,803)	(29,517)

Memo

To: Members, Advertising and Promotion Commission

From: Kym Hughes, Executive Director

cc: Matthew Petty, Chairman

Date: April 13, 2016

Re: Disbursement funds available for Spring 2016

SUBJECT: **Spring 2016 Funding** Submitted by A&P EXECUTIVE DIRECTOR KYM HUGHES

RECOMMENDATION:

Total funding available for Spring 2016 is \$103,508

BACKGROUND:

Total Grant Funding per approved 2016 Budget	250,000
Funding awarded Fall 2015 for 2016	<u>138,492</u>
Budgeted Funds not awarded	111,508
Plus two events cancelled	<u>17,000</u>
Minus added Joe Martin funding	<u>25,000</u>
Total available for Spring 2016 grants	<u><u>103,508</u></u>

DISCUSSION:

TBD

BUDGET/STAFF IMPACT:

TBD

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 Funding 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

BARGAIN AND SALE AGREEMENT

WHEREAS, KHT Company, a Partnership of Hugh R. Kincaid, David B. Horne, and Bass Trumbo, hereinafter called the Seller is the owner of the Walker-Stone House, situated at 207 W. Center, Fayetteville, AR, and more fully described in the attached Exhibit A, and

WHEREAS, said property has been appraised by real estate appraiser, Mark Risk as having a value of \$975,000.00, and

WHEREAS, the Fayetteville Advertising and Promotion Commission, hereinafter called Buyer, a governmental agency established by Ordinance No. 2310 of the City of Fayetteville, pursuant to Arkansas Law (Ark. Stat. Ann. Sec 26-75-605), and

WHEREAS, the Buyer desires to acquire the Walker-Stone House in order to preserve the historic edifice for the community, maintaining it as museum and city visitor's center as well as for community meeting spaces, and the Buyer's Offices, and

WHEREAS, it is the intent of the parties to consummate a bargain Sale transaction, by which Sellers will sell in part and gift in part to Buyer the described property herein as an income tax deductible charitable contribution, the sale portion to be the payment by the Buyer to the Seller of the sum of \$750,000.00 and Seller's gift as a charitable contribution to Buyer of the sum of \$225,000.00, representing the difference between the sales portion and the appraised value of \$975,000.00.

NOW THEREFORE IT IS AGREED BETWEEN THE PARTIES AS FOLLOWS:

1. Seller agrees to sell and gift said property to Buyer for the sum of \$750,000.00 to be paid to Sellers at the closing of this transaction.

2. Buyer agrees to pay said sum of \$750,000.00 to Sellers and provide Sellers at closing with a proper gift receipt, acknowledging receipt of the charitable gift portion of \$225,000.00 from Sellers and acknowledging that no other goods or services were provided by Buyer to Seller.

3. Seller agrees to convey to Buyer by special warranty deed, subject only to easements and restrictions of record.

4. The current tenant, NCAT, that occupies the downstairs offices in the Walker-Stone House, has given notice to terminate their lease as of July, 1, 2016. .

5. The property is being sold "as is" however Buyer shall have the right of inspection prior to closing and may rescind the contract at Buyer's option if defects that materially affect the value of the property are deemed to exist.

6. Sellers will provide evidence of merchantable title either by Abstract of Title certified to current date or title insurance. Buyer shall have the right at its own expense to have a survey of the property performed.

7. Taxes due on or before closing shall be paid by Sellers; taxes for 2016 shall be pro-rated between the parties as of the date of closing.

8. The following items of personal property shall be gifted by Sellers to Buyer, and Buyer agrees to provide a proper gift receipt therefor. Seller may have the same appraised for appropriate values.

- a. 2 blue chairs in entrance foyer (reproductions)
- b. 1 tan sofa in entrance foyer (reproduction)
- c. battle of Pea Ridge print and antique picture light
- d. print of Walker-Stone House
- e. grandmother clock in entrance foyer
- f. drop-leaf coffee table (reproduction)
- g. antique hob-nail glass light fixture in entrance foyer
- h. 4 sets of fire tools and andirons and fire screens
- i. antique Walker family tea service dated 1836 in library
- k. antique secretary in entrance foyer
- l. large stone ware jug in entrance foyer
- m. framed photograph of Stephen and Amanda Stone.

9. Closing and delivery of possession shall be on July 1, 2016.

10. This document contains the entire agreement of the parties.

IN WITNESS WHEREOF, the parties hereto have executed this agreement on this ____ day of May,
2016.

KHY Company, Seller

By _____
Hugh R. Kincaid, Partner

David B. Horne, Partner

Bass Trumbo, Partner

Fayetteville Advertising and Promotion
Commission, Buyer

By _____
Mathew Petty, Chairman

Secretary

Memo

To: Members, Advertising and Promotion Commission
From: Kym Hughes, Executive Director
cc: Matthew Petty, Chairman
Date: March 14, 2016
Re: Branding Committee Recommendation

The Branding RFP Committee met and scored the proposals. Four very impressive proposals were submitted, but the Blkbox score was far ahead of the other submissions. While there were a few variances in deliverables among the submissions, costs for the project ranged from \$24,500 to \$68,500. The Blkbox quote came in at \$37,500.

Blkbox is a holistic branding agency located in Northwest Arkansas that has an impressive resume including the Walton Family Foundation, Ozark Beer Company and Onyx Coffee Lab. Deliverables will include the mapping strategy and the final brand guide that will involve creating a new logo and supporting components for the brand. The proposed timeline is between 90 and 120 days from the kickoff meeting.

The committee respectfully requests that the Commission support this recommendation by voting Blkbox as the agency of choice for the Fayetteville rebranding project. The committee remains open to any suggestions.

Monthly Reports

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

Current Year HMR Collected (2120.0912.4101.00)	\$ 277,792.25
Prior Year Collected (2120.0912.4101.01)	\$ (74.21)
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 984.27
Total Revenues	<hr/> \$ 278,702.31
Annual Bond Audit Expense (2120.9120.5307.00)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (5,554.36)
Town Center Bond Payment (2120.9120.5739.00)	\$ (58,185.63)
2015 Property Taxes on Town Center (2120.9120.5345.00)	\$ -
Total Expenses	<hr/> \$ (63,739.99)
Total Check to A&P	<hr/> <hr/> \$ 214,962.32

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

From: Smallwood, Deborah [mailto:dsmallwood@fayetteville-ar.gov]
Sent: Friday, May 06, 2016 4:30 PM
Subject: HMR Totals for April (March taxes)

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

The total amount collected during the month of **April** was \$277,718.04. This total includes previous month tax amounts that were received in **March**. Please remember that the amount listed represents only 1/2 of the total revenue generated.

For March taxes collected in April - the Hotel/Motel collections were \$31,867.55. The restaurant collections for March that were collected in April were \$245,850.49.

Thanks!

Deborah Smallwood

Revenue Accountant
City of Fayetteville, Arkansas
113 W Mountain St
Fayetteville, AR 72701
P: 479.575-8287
F: 479-575-8273

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



City of Fayetteville, Arkansas
Monthly HMR Tax Collections 2010-2014

	2012 Total HMR Taxes	2013 Total HMR Taxes	2013 Change Over Prior Year	2014 Total HMR Taxes	2014 Change Over Prior Year	2015 Total HMR Taxes	2015 Change Over Prior Year	2016 Total HMR Taxes	2016 Change Over Prior Year
January	\$205,939	211,138	2.52%	202,477	-4.10%	236,849	16.98%	265,115	11.93%
February	\$178,289	187,562	5.20%	203,022	8.24%	219,436	8.09%	233,583	6.45%
March	\$201,015	213,526	6.22%	213,212	-0.15%	233,277	9.41%	260,155	11.52%
April	\$217,840	228,865	5.06%	230,939	0.91%	258,307	11.85%	277,718	7.51%
May	\$203,966	228,289	11.93%	236,098	3.42%	258,362	9.43%		
June	\$222,062	218,829	-1.46%	243,770	11.40%	264,979	8.70%		
July	\$214,750	227,971	6.16%	230,624	1.16%	259,215	12.40%		
August	\$202,624	206,873	2.10%	215,802	4.32%	240,916	11.64%		
September	\$215,653	226,103	4.85%	233,695	3.36%	259,534	11.06%		
October	\$241,017	243,129	0.88%	258,857	6.47%	278,956	7.76%		
November	\$210,335	231,456	10.04%	252,717	9.19%	281,318	11.32%		
December	\$208,518	210,064	0.74%	236,549	12.61%	261,072	10.37%		
Total	\$ <u>\$2,522,008</u>	\$ <u>\$2,633,805</u>	4.43%	\$ <u>2,757,761</u>	4.71%	\$ <u>\$3,052,221</u>	10.68%	\$ 1,036,571	8.56%



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Patti Mulford
Paralegal

TO: **Mayor Jordan**
City Council
A&P Commissioners

CC: **Casey Jones, City Prosecutor**

FROM: **Kit Williams, City Attorney**

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

DATE: **May 3, 2016**

RE: **Overdue HMR collection efforts**

The City Prosecutor reported on 24 active Hotel, Motel and Restaurant overdue tax collection cases for April 2016 as shown on his attached report. Two of these cases were closed. The City Prosecutor's Office collected **\$1,984.00** in overdue HMR taxes in April. Year to date collections total **\$32,036.46**.

Clinton K. Jones - City Prosecutor
Brian Thomas - Deputy City Prosecutor



Mandy Finklea - Office Administrator
prosecutor@fayetteville-ar.gov

OFFICE OF THE CITY PROSECUTOR

MEMO

TO: *K. Williams*
Fayetteville City Attorney

FROM: *Casey Jones*
Fayetteville City Prosecutor

DATE: *May 2, 2016*

RE: *Status of Active HMR cases*

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

1. *Collected: \$1,984.00;*
2. *Closed 2 cases and*
3. *Currently 24 open cases with the Prosecutors Office.*

Fayetteville Town Center - Manager's Activity Report

April 2016

Sales Report – Kelley Carey

Fayetteville Town Center Sales Report

From 4/1/2016 To 4/30/2016

	GROUPS	ATTENDANCE	ROOM FEES
DATES HELD	44	12,145	\$69,775
CONTRACTS SENT	32	6,780	\$24,825
BOOKED DEFINITE	8	1,575	\$12,850
LOST BUSINESS	19	2,670	\$43,435

Revenue-April 2015 vs April 2016

	April 2015 (base)	April 2016	% Change
Collections	\$38,656.07	\$29,856.59	(23%)

Operations Items

- Swipe Clock training as employee and supervisor.
- Clinton House Garden perennials delivered.
- Interviews for Sales Director position.
- First Thursday set up, artist, volunteers and sponsors.

Event Breakdown

NP-23% Corp-29% Social-3% Ed-11% UA-31% Community-3%

Convention Sales Department Detail Report

From 4/1/2016 To 4/30/2016

Sales Leads	Groups	Attendance	Rm Nts	Ec. Impact
GROUP TOUR	7	358	0	\$44,224
MEETINGS AND CONVENTIONS	2	200	300	\$74,118
SPORTS	6	8,000	685	\$4,323,550
Total Sales Leads Issued	15	8,558	985	\$4,441,892

Definite Bookings	Groups	Attendance	Rm Nts	Ec. Impact
GROUP TOUR	7	358	0	\$44,224
SPORTS	2	1,500	500	\$555,885
Total Definite Bookings:	9	1,858	0	\$600,109

Lost Business	Dates	Attendance	Rm Nts	Ec. Impact
MEETINGS AND CONVENTIONS	2	450	800	\$197,648
Total Lost Business:	2	450	800	\$197,648

Meetings Held	Dates	Attendance	Block	Pickup	Ec. Impact
GROUP TOUR	5	204	0	0	\$25,200
SPORTS	3	1,000	350	0	\$308,825
Total Meetings Held	8	1,204	0	0	\$334,025

Staff Activity Summary

Card Sent	1
Decision	2
E-Mail	1
E-Mail Sent	5
File Note	6
Issued Lead	6
Meeting	9
Phone Call	2
Pick up Report	3
Proposal Issued	1
Sales Call	33
Site Visit	1
Training	1
Welcome Bags	1

APRIL, 2016 FAY VIS BUREAU

TOTAL PUBLICATIONS MAILED: 2152

- INSIDERS GUIDES – 1511
- TRAILS MAP – 52
- ALE TRAIL PASSPORT – 115
- CITY MAP – 57
- NATA GUIDE – 15
- CRYSTAL BRIDGES – 12
- WM MUSEUM – 11
- DRIVING TOUR – 14
- HISTORIC WALKING - 46
- MOTORCYCLE - 4
- VISUAL ARTS – 5
- FARMERS MKT - 6
- BOT GARDENS – 9
- CLINTON HOUSE – 12
- BEAVER LAKE – 8
- FAY UNDER - 1
- A&M RAIL – 10
- NWA MALL – 5
- DEVILS DEN – 7
- HERITAGE TR – 3
- SHILOH MUSEUM – 8
- STATE PRKS – 1
- TURPENTINE – 1
- BUFFALO – 1
- STATEHWYMAP – 4
- ARCH SCHOOL – 1
- MTN BIKING – 1
- NATIVE AMER – 6
- ADVENTURE – 1
- HEARTWOOD – 2
- SARAKATHRYNS – 2
- ANTIQUE – 3
- INRETROSPECT – 1
- HEADQTRS – 1
- BATTLEFIELD SP – 3

- AMAZEUM – 1
- TERRA STUDIOS – 5
- FIRST HOME – 200
- JONES CTR – 2
- WITHROW SPR – 1
- MTRCY GUIDE – 1
- RIDE ES – 1
- RIDE CIVIL W – 1
- LETS RIDE - 1

TOTAL LEADS BY SOURCE:

- Travelguidesfree.com – 805
- Southern Living – 9
- Midwest Living – 196
- Mail – 1
- Texas Monthly – 93
- grouptravel@arkansas.com– 302
- Email – 141
- Escape to the Southeast.com - 27

AK – 3	MS – 24	WV – 7
APO - 1	MT – 2	WY – 1
AL – 13	NC – 66	
AR – 97	ND – 6	
AZ – 12	NE – 15	
CA – 41	NH - 3	
CO – 21	NJ – 20	
CT – 11	NM – 5	
DE – 3	NV - 6	
FL – 66	NY – 43	
GA – 43	OH – 50	
HI - 1	OK – 51	
IA - 28	OR – 3	
ID – 6	PA – 38	
IL – 118	PR – 2	
IN - 67	RI- 6	
KS –41	SC – 22	
KY –21	SD - 1	
LA –22	TN – 31	
MA -12	TX – 170	
MD – 14	UT – 6	
ME – 2	VA –17	Foreign – 18
MI – 104	VT - 2	
MN – 34	WA – 14	
MO – 91	WI – 73	Total addresses = 1574

Week	Facebook Likes (ExpFay)	Facebook Reach (ExpFay)	People Engaged (ExpFay)	Instagram followers	Twitter followers	Facebook Likes (Clinton)	Facebook Reach (Clinton)	People Engaged (Clinton)	Facebook Likes (1st Thurs)	Facebook Reach (1st Thurs)	People Engaged (1stTh)	Facebook Likes (Towncenter)	Facebook Reach (Towncenter)	People engaged (TC)	Facebook Likes (Ale Trail)	Facebook Reach (Ale Trail)	People Engaged (Ale Trail)	Facebook Likes (FVC&GS)	Facebook Reach (FVC&GS)	People Engaged (FVC&GS)
Dec 28 - Jan 3	24,977	16,740	1,155	-	-	6,717	903	42	4,717	35	9	1,877	11,706	1,016	1,626	325	16	339	50	4
Jan 4 - Jan 10	24,982	7,001	296	-	-	6,716	1,956	83	4,721	39	8	1,880	5,728	358	1,630	810	42	342	137	6
Jan 11 - Jan 17	24,976	13,780	661	-	-	6,722	1,201	72	4,719	73	10	1,886	1,181	60	1,630	527	25	343	21	4
Jan 18 - Jan 24	24,971	2,797	111	-	-	6,720	6,052	394	4,717	38	7	1,893	40,373	3,043	1,638	282	28	343	82	4
Jan 25 - Jan 31	24,990	9,787	531	-	-	6,715	184	17	4,719	67	10	1,898	14,610	1,018	1,640	155	18	345	61	3
Feb 1 - Feb 7	25,001	4,069	203	-	-	6,711	567	18	4,720	105	19	1,905	2,517	2,517	1,645	166	15	346	24	1
Feb 8 - Feb 14	25,066	39,131	1,996	-	-	6,707	5,071	267	4,724	26	12	1,911	5,123	389	1,649	87	15	354	51	8
Feb 15 - Feb 21	25,161	36,187	1,980	-	-	6,704	5,628	194	4,727	53	15	1,915	39,560	2,996	1,651	214	23	361	107	14
Feb 22 - Feb 28	25,180	5,593	167	9,871	6,200	6,703	2,076	193	4,744	187	27	1,921	22,647	1,406	1,654	681	14	363	21	2
Feb 29 - Mar 6	25,267	79,421	5,536	10,371	-	6,703	5,487	427	4,772	8,344	859	1,935	62,971	3,875	1,662	1,672	104	366	216	12
Mar 7 - Mar 13	25,305	12,823	618	10,427	6,300	6,701	3,390	194	4,779	106	25	1,943	22,643	1,306	1,667	156	10	371	183	7
Mar 14 - Mar 21	25,323	4,112	217	10,674	6,342	6,701	3,070	235	4,782	89	19	1,944	18,939	970	1,669	205	11	376	316	18
Mar 22 - Mar 27	25,316	7,052	390	10,895	6,368	6,699	3,064	144	4,801	1,898	73	1,958	9,271	601	1,675	79	6	378	219	15
Mar 28 - Apr 3	25,332	4,182	362	11161	6,400	6,700	5,812	365	4,837	2,627	194	1,955	44,533	4,177	1,672	165	11	378	4	1
Apr 4 - April 10	25,397	11,477	826	11,417	-	6,697	1,806	135	4,961	9,606	638	1,966	14,994	1,372	1,683	2,003	86	379	191	4
Apr 11 - Apr 17	25,456	8,254	258	11,669	-	6,698	2,121	162	4,974	283	23	1,968	25,105	2,431	1,691	2,627	217	380	21	6
Apr 18 - Apr 24	25,501	29,395	1,535	11,857	6,463	6,697	182	11	4,982	1,612	186	1,962	42,670	3,961	1,696	155	9	381	18	2
Apr 25 - May 1	25,463	7,686	271	12,041	-	6,697	1,801	132	4,978	1,362	110	1,968	16,606	1,434	1,694	875	12	380	30	3
May 2 - May 8	25,561	9,518	381	12,356	6,476	6,693	841	434		1,125	377	1,976	105	2,093	1,697	816	31	383	157	2

05/10/16
1:45 PM

Fayetteville Visitor's Center Sales Date Comparison

Department	4/1/2015 to 4/30/2015					4/1/2016 to 4/30/2016				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
	-1	0.00	(70.00)	100.00	(70.00)	0	0.00	0.00	0.00	0.00
Holiday	0	0.00	0.00	0.00	0.00	1	4.50	5.00	10.00	0.50
Souvenirs	0	0.00	0.00	0.00	0.00	9	24.50	50.48	51.47	25.98
Accessories	1	1.50	3.00	50.00	1.50	2	19.50	41.00	52.44	21.50
Fayettechill	2	28.50	62.00	54.03	33.50	0	0.00	0.00	0.00	0.00
Vendor Fees	2	0.00	425.00	100.00	425.00	1	0.00	150.00	100.00	150.00
Sili Pints	5	30.00	50.00	40.00	20.00	7	42.00	70.00	40.00	28.00
Clothing	8	73.50	98.00	25.00	24.50	1	7.50	15.00	50.00	7.50
Consignment	9	70.00	114.25	38.73	44.25	27	340.60	457.00	25.47	116.40
Books	16	220.66	258.44	14.62	37.78	5	65.95	109.95	40.02	44.00
Cooking with the Clintons	17	0.00	425.00	100.00	425.00	0	0.00	0.00	0.00	0.00
Food Accessories	17	103.35	212.64	51.40	109.29	16	100.90	216.30	53.35	115.40
Razorback	32	175.75	362.25	51.48	186.50	26	138.25	286.17	51.69	147.92
Local Non-Food	48	185.38	327.03	43.31	141.65	31	75.43	147.45	48.84	72.02
Local Food & Drink	130	339.33	618.33	45.12	279.00	110	237.59	376.29	36.86	138.70
Postcard	143	21.75	35.75	39.16	14.00	130	21.73	53.50	59.38	31.77
	429	1,249.72	2,921.69	57.23	1,671.97	366	1,078.45	1,978.14	45.48	899.69

Clinton House Museum Sales Date Comparison

Department	4/1/2015 to 4/30/2015					4/1/2016 to 4/30/2016				
	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$	Qty Sold	Ext Cost	Ext Price	Margin %	Total Margin \$
ADMISSION	265	0.00	1,504.00	100.00	1,504.00	259	0.00	1,479.00	100.00	1,479.00
BOBBLEHEAD	1	11.06	16.95	34.75	5.89	1	11.06	16.95	34.75	5.89
BOOK	9	75.76	150.39	49.62	74.63	6	24.39	68.79	64.54	44.40
BUMPER STICKER	0	0.00	0.00	0.00	0.00	4	3.80	9.00	57.78	5.20
BUTTON	4	0.00	11.80	100.00	11.80	1	1.80	3.00	40.00	1.20
CARD	0	0.00	0.00	0.00	0.00	3	2.08	7.50	72.27	5.42
CONSIGNMENT	0	0.00	0.00	0.00	0.00	4	7.00	7.00	0.00	0.00
COOKIE CUTTER	0	0.00	0.00	0.00	0.00	2	0.00	3.50	100.00	3.50
DIAMOND	1	0.75	1.00	25.00	0.25	0	0.00	0.00	0.00	0.00
DUCK	1	9.30	12.95	28.19	3.65	0	0.00	0.00	0.00	0.00
FANDEX	1	6.57	10.95	40.00	4.38	0	0.00	0.00	0.00	0.00
FIGURINE	0	0.00	0.00	0.00	0.00	1	0.00	14.95	100.00	14.95
KEYCHAIN	0	0.00	0.00	0.00	0.00	1	3.00	5.00	40.00	2.00
MAGNET	25	28.92	73.60	60.71	44.68	15	15.00	45.00	66.67	30.00
MONEY CLIP	0	0.00	0.00	0.00	0.00	1	3.00	5.00	40.00	2.00
MUG	0	0.00	0.00	0.00	0.00	1	7.46	9.95	25.03	2.49
PEN	3	8.92	15.85	43.72	6.93	0	0.00	0.00	0.00	0.00
PHOTO	0	0.00	0.00	0.00	0.00	3	4.50	7.50	40.00	3.00
PIN	3	11.23	18.85	40.42	7.62	4	13.20	31.80	58.49	18.60
PLACEMAT	3	11.16	14.97	25.45	3.81	0	0.00	0.00	0.00	0.00
POSTCARD	34	8.50	17.00	50.00	8.50	25	3.01	12.50	75.92	9.49
POSTER	0	0.00	0.00	0.00	0.00	2	4.74	7.90	40.00	3.16
PUZZLE	0	0.00	0.00	0.00	0.00	1	0.00	12.95	100.00	12.95
SIGN	1	0.00	17.95	100.00	17.95	0	0.00	0.00	0.00	0.00
STICKER	1	0.00	1.00	100.00	1.00	0	0.00	0.00	0.00	0.00
THIMBLE	0	0.00	0.00	0.00	0.00	1	2.97	4.95	40.00	1.98
TOY	2	8.21	26.90	69.48	18.69	0	0.00	0.00	0.00	0.00
TSHIRT	3	43.62	65.00	32.89	21.38	3	36.92	58.90	37.32	21.98
	357	224.00	1,959.16	88.57	1,735.16	338	143.93	1,811.14	92.05	1,667.21

