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ADVERTISING AND PROMOTION COMMISSION

November 14, 2016

2:00pm

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

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

A. Call to Order at 2:00pm

B. Old Business

1. Approval of October 2016 Minutes.

C. New Business

1. Amendment to the bylaws with regard to procurement procedures. The amendment clarifies procedures in consideration of the differences between municipalities and Advertising and Promotion Commissions. This item was presented in October and can now be voted on in accordance with rules governing our bylaws.
2. Next steps on Walker Stone House renovation contract from Matthew Petty, chair.
3. Marketing Presentation from Hazel Hernandez, Marketing and Communications Director.
4. Executive Director's Report.
 - i. Convention and Town Center activity: tours, meetings and events;
 - ii. Update on Re-brand;
 - iii. Update on 2017 budget.

D. Grant Recommendations from CVB committee

1. Molly Rawn will present the recommended funding amounts for each of the applicants. Recommendations were made by a committee consisting of CVB staff.

E. Agenda Additions

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

Fayetteville A&P Commission

Balance Sheet

As of October 31, 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	678.50
10300 1st Security A&P #8714	476,613.61
10400 1st Security Fayetteville TC	268,086.24
10500 1st Security Clinton House	30,371.28
10600 1st Security CVB # 8730	70,952.64
10700 Arvest Payroll Account #4636	56,961.77

Total Cash 904,164.04

11000 Accounts Receivable 96,290.01

11001 Accounts Receivable - City 2,394.05

11400 Due From Other Funds 1,029,726.86

11500 Prepaid Expenses 40,184.48

12100 Inventory Asset - CVB 8,920.73

12150 Inventory Asset - CHM 3,321.79

13000 Investments 865,715.73

13100 Investments: Adjust to Market (9,990.00)

Total Investments 855,725.73

Total Current Assets 2,940,727.69

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

17300 Accumulated Depreciation (584,990.00)

Total Other Assets 1,408,045.72

TOTAL ASSETS 4,348,773.41

Fayetteville A&P Commission

Balance Sheet

As of October 31, 2016

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	4,820.36
21000 KHT Security Deposit	1,000.00
23002 Colonial Life& Acc Ins. Payable	0.00
24500 Due to Other Funds	0.00
24901 Unearned Revenue 2016	59,555.50
24902 Unearned Revenue 2017	103,886.40

Total Liabilities		169,262.26
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Equity

39005 Fund Balance	3,830,076.51
Net Revenue	349,434.64

Total Equity		4,179,511.15
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TOTAL LIABILITIES AND EQUITY		4,348,773.41
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OCTOBER 2016 HMR REPORT

\$301,577.71

Total Revenues from
YTD HMR Collected

(\$64,202.45)
Total Expenses

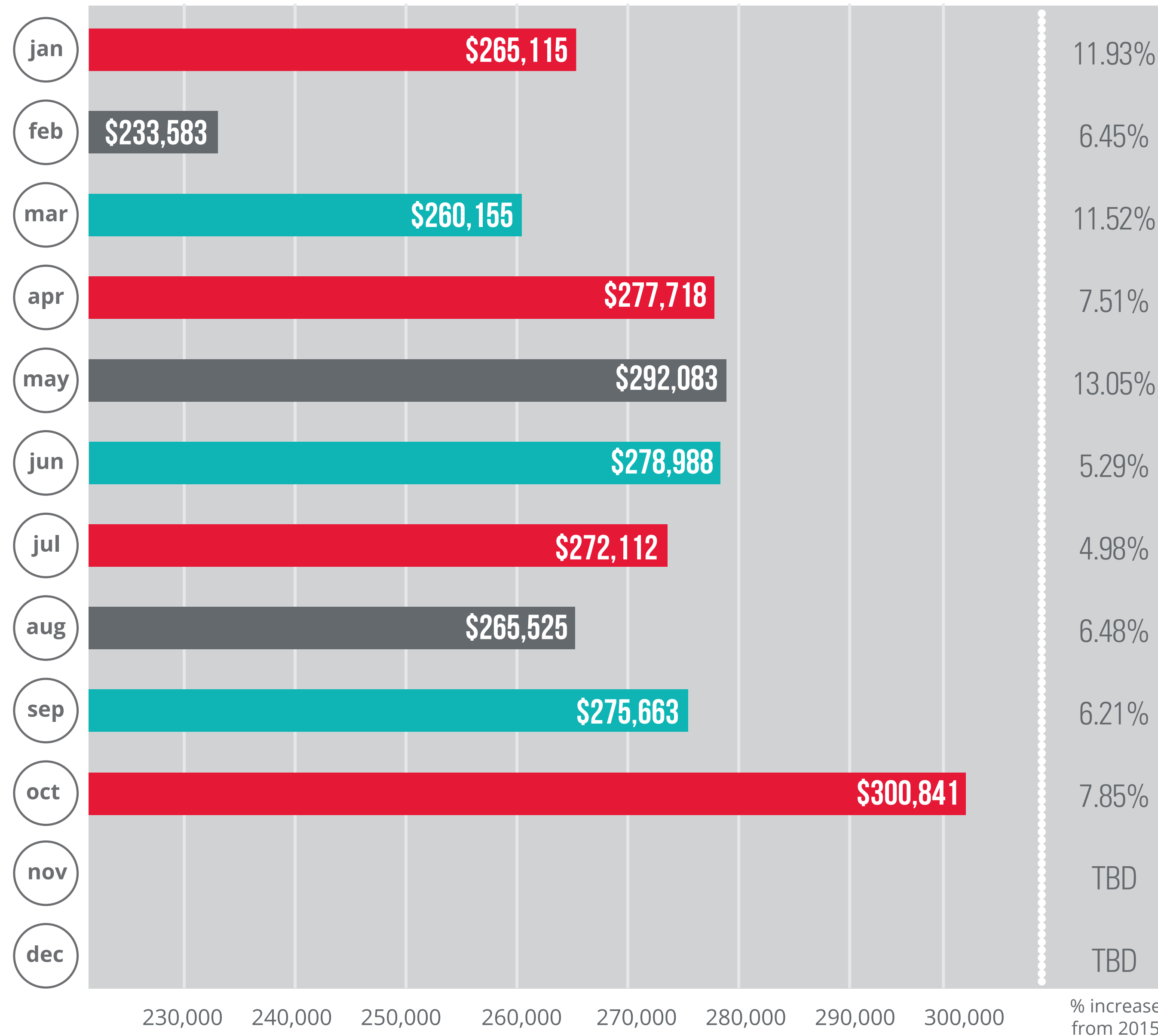
\$237,375.26

Total check to A&P

Yearly HMR Tax Collection Totals

2012	2013	2014	2015	2016 YTD
\$2,522,008	\$2,633,805	\$2,757,761	\$3,052,221	\$2,712,783

Monthly HMR Tax Collections 2016



*25 HMR accounts currently past due



FAYETTEVILLE TOWN CENTER

2016 October Activity Report



Engagements

	Groups	Room Fees
Pending contracts and dates held	26	\$69,985
Booked Definite	17	\$87,828

Collections	October 2015	October 2016	% change	Collections YTD 2015	Collections YTD 2016	% change
Revenue	\$69,598.28	\$54,751.84	(21%) ↓	\$490,171.66	\$550,546.45	12% ↑

In Office

Event Consultant | Software Training | Facility & Equipment Upgrades

MARKETING REVIEW

2015 *VS* 2016
JANUARY - OCTOBER

Overall Users:

184,453 *VS* 171,265: **+8%**

Guide Requests:

15,937 *VS* 14,540: **+10%**

Website Conversions:

24,357 *VS* 15,658: **+45%**

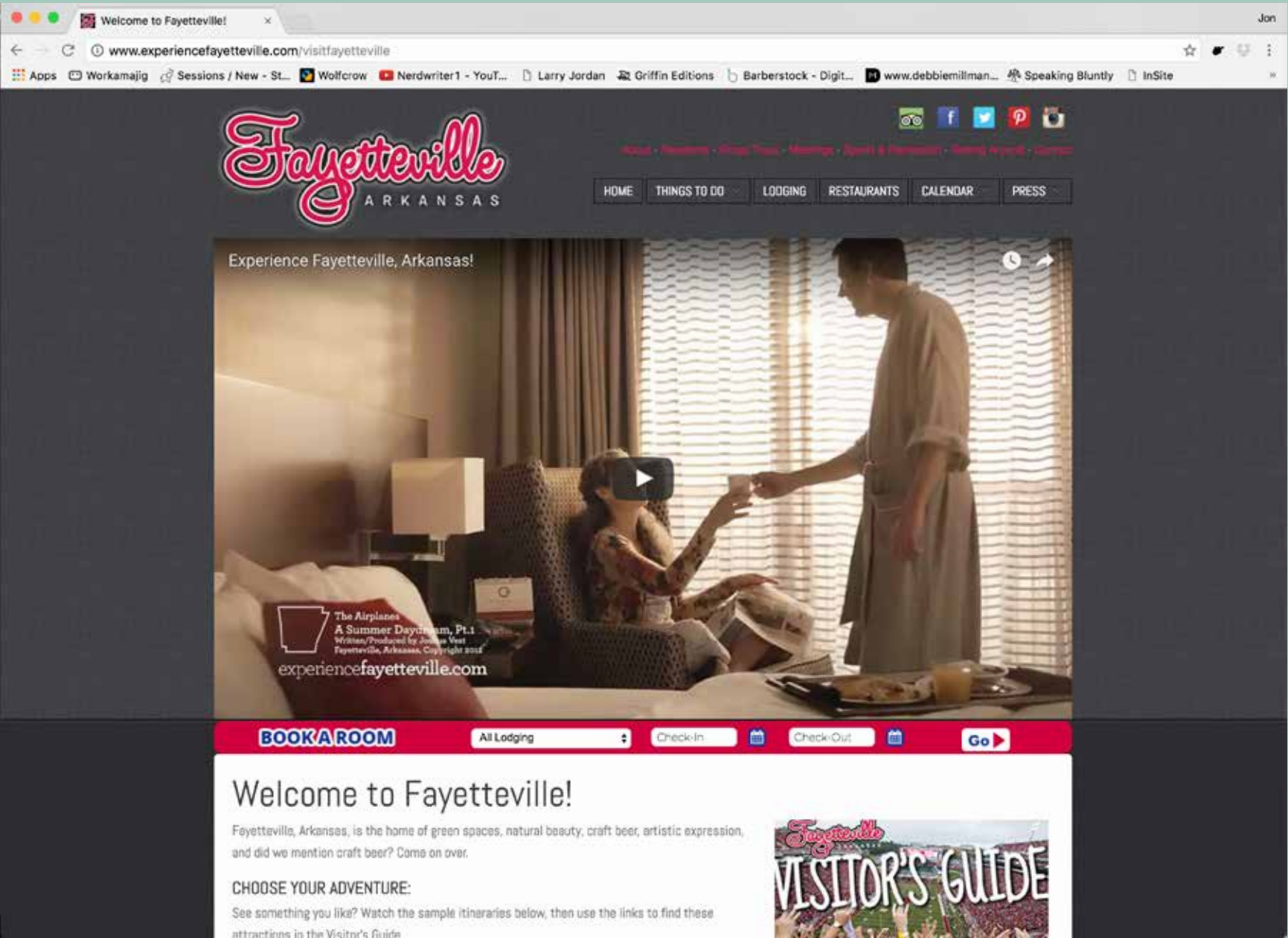
Guide Web Requests:

7,956 *VS* 4,395: **+81%**

BAR Searches:

16,401 *VS* 11,265: **+46%**

FALL 2016 PRE-ROLL CAMPAIGN



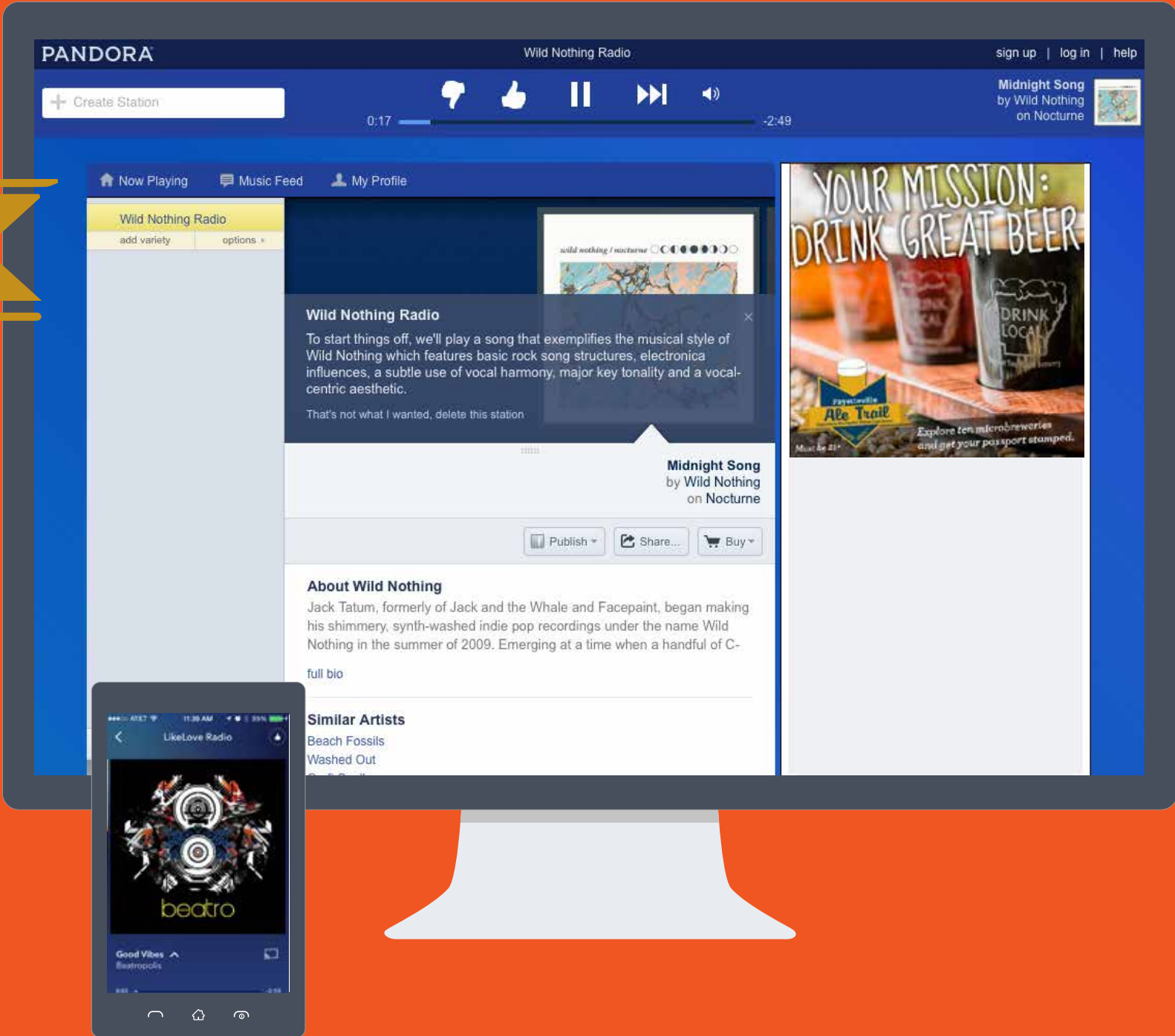
SEP. 5 - OCT. 16, 2016 (5 WEEK)
VS SEPT. 14 - NOV. 1, 2015 (7 WEEK)

Pageviews+16%

VS previous period (July 25 - Sept. 5)
Pageviews +15,225%
(unique)..... +14,833%

Bounce Rate -16%

PANDORA CAMPAIGN : Fayetteville Ale Trail



OVERALL TRAFFIC OCTOBER 3 - 31

Sessions+83%

Users+97%

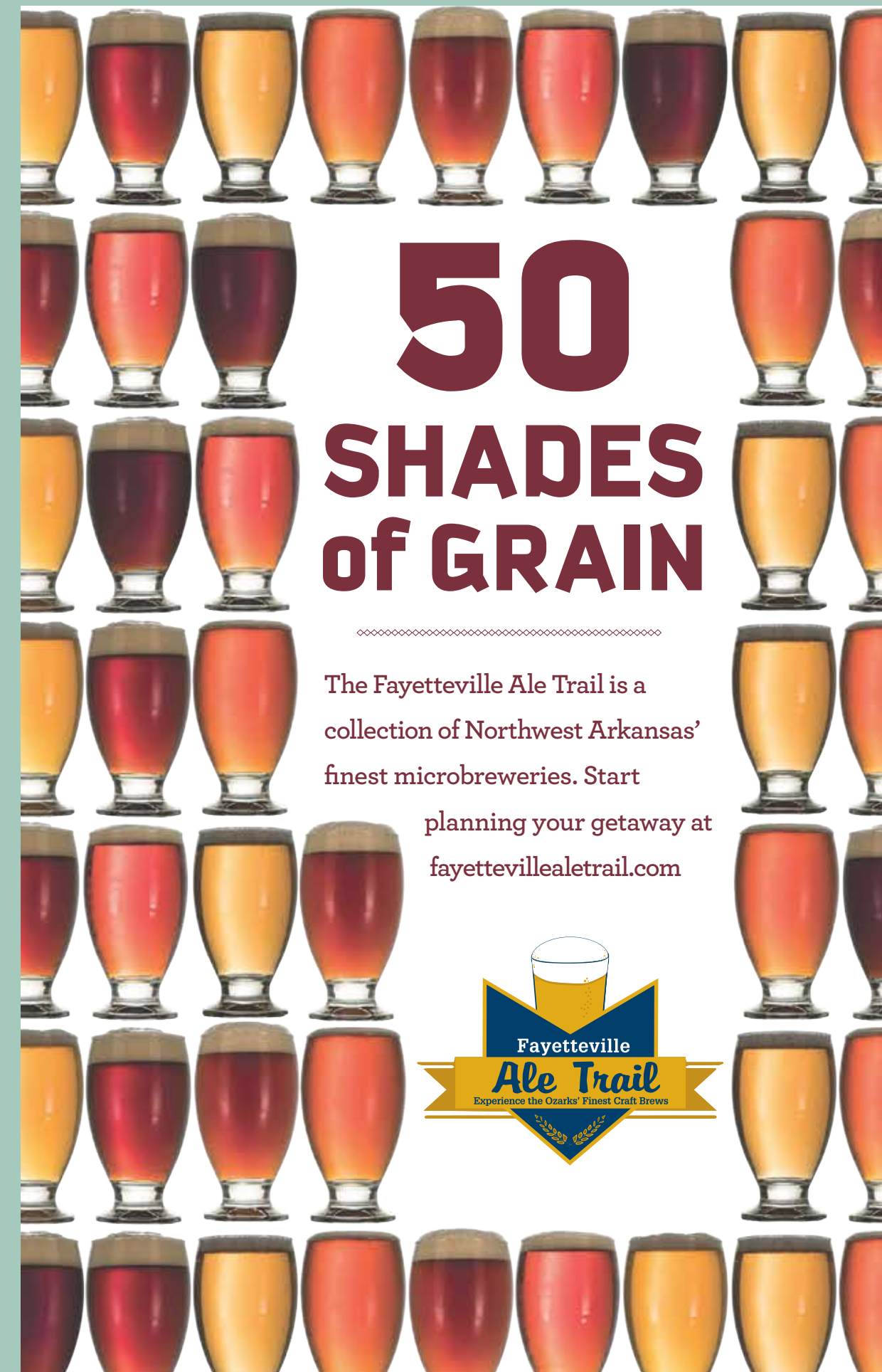
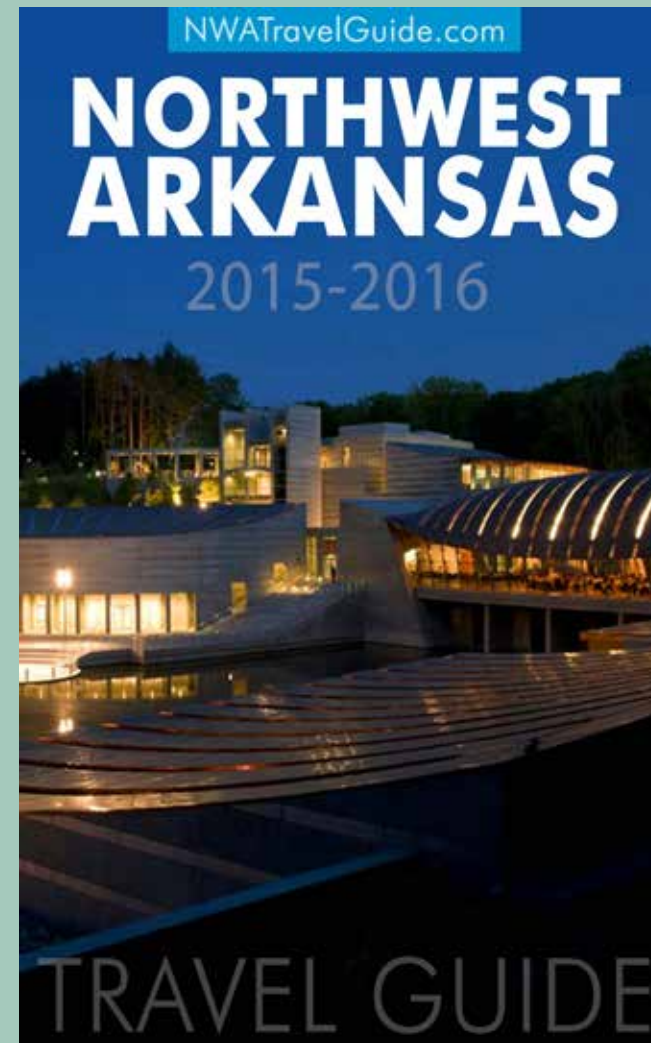
Pageviews+74%

Bounce rate-66%

- Targeted DMAs
- Little Rock+98%
 - Tulsa+230%

NORTHWEST ARKANSAS VISITOR'S GUIDE

New Creative:



PHOTOSHOOT #4 SAMPLES

Lake Fayetteville, Fayetteville Underground, Bordino's, Smoke & Barrel



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

CONSOLIDATED A & P COMMISSION

	2016	October 2016 Year-to-Date		2015	2016	October 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Revenue								
40000 - Hotel, Motel, Restaurant Taxes	3,100,000	2,608,399	2,693,191	2,486,827	406,809	245,800	300,791	278,309
40200 - PY Hotel, Motel, Restaurant Tax	22,000	20,734	19,593	23,004	2,407	633	50	648
40600 - Rental Income	454,009	378,884	376,876	367,113	77,133	37,562	39,036	58,626
40601 - Incidentals	55,000	45,830	67,084	39,503	(12,084)	4,583	7,593	5,254
40602 - Alcohol Sales	35,000	29,164	40,296	51,745	(5,296)	2,917	7,321	10,018
40700 - 1st Thursday Income	30,230	30,230	31,650	17,011	(1,420)	3,625	5,121	15
40800 - Other Income	7,200	6,400	6,425	12,338	775	535	349	0
41000 - Parking Revenue	12,000	10,000	6,623	8,863	5,377	1,000	152	975
41001 - Parking Lease	18,000	15,000	9,413	15,591	8,587	1,500	0	5,584
41200 - Gift Shop Sales	6,000	5,000	5,127	5,375	873	500	1,176	435
41300 - Visitor Store	25,000	20,830	19,154	22,370	5,846	2,083	3,113	1,937
41400 - Partership Income	2,755	2,755	0	1,950	2,755	2,755	0	300
41600 - Admission Revenue	22,000	16,748	20,331	14,893	1,669	2,300	3,140	1,485
41700 - Health Reimbursement	0	0	0	1,389	0	0	0	0
42000 - Special Projects	23,000	18,120	21,371	11,719	1,629	2,440	2,352	2,436
42005 - Security Income	0	0	0	0	0	0	0	0
42600 - Interest Income Investments	12,000	10,000	11,437	10,596	563	1,000	736	969
42610 - Unrealized Gain / Loss	0	0	300	0	(300)	0	0	0
42800 - Interest Income Checking	3,575	2,912	3,393	2,399	182	329	403	260
42900 - Visitor Guide Ad Income	21,500	21,500	21,500	0	0	0	0	0
43200 - LOTO Income	10,300	5,650	1,050	2,625	9,250	3,000	0	1,550
98001 - Transfer from Reserves	801,605	801,605	750,000	0	51,605	0	0	0
98002 - Transfer from A&P	714,430	552,168	0	0	311,193	78,868	0	0
Total Revenue	5,375,604	4,601,929	4,104,814	3,095,311	867,553	391,430	371,333	368,801
Cost of Goods Sold								
50000 - CHM Gift Shop - COGS	0	0	(93)	(3,334)	93	0	(171)	31
50001 - CVB Store - COGS	0	0	(1,698)	3,999	1,698	0	(472)	530
Total Cost of Goods Sold	0	0	(1,791)	665	1,791	0	(643)	561
Gross Profit	5,375,604	4,601,929	4,106,605	3,094,646	865,762	391,430	371,976	368,240

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

CONSOLIDATED A & P COMMISSION

	2016	October 2016 Year-to-Date		2015	2016	October 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures								
61000 - Signage-Tourism	12,000	10,000	8,949	7,652	3,051	1,000	499	535
61500 - Credit Card Fees	10,200	8,371	6,051	7,922	4,149	912	690	1,457
62500 - Advertising & Marketing	860,000	775,834	752,911	549,905	107,089	65,833	47,331	31,727
62600 - Printing/Brochures	150,000	125,000	12,988	54,652	137,012	12,500	1,604	117
62700 - Website Update	7,000	5,000	5,000	6,085	2,000	500	500	1,000
63000 - Accounting & Legal Fees	15,000	11,278	10,222	3,281	4,778	1,850	794	1,336
63100 - Audit Expense	11,000	11,000	9,700	10,300	1,300	1,250	0	1,200
64000 - Office Expense	29,050	23,725	19,400	16,777	9,650	2,662	3,892	3,620
64100 - Visitor Store Expense	15,000	12,500	12,588	13,493	2,412	1,250	2,427	2,469
64150 - Clinton House Gift Shop	3,800	3,166	1,881	2,338	1,919	317	723	0
64155 - Exhibits	5,000	2,000	0	0	5,000	2,000	0	0
64500 - Insurance - Building	16,000	16,000	15,518	9,775	482	0	0	0
64501 - Insurance - Workers Comp	1,750	1,750	1,521	1,705	229	1,750	0	1,705
64502 - Insurance - D&O	1,991	1,991	1,991	1,991	0	0	0	0
65000 - Insurance & Health Benefits	93,730	77,420	71,399	82,748	22,331	7,020	7,912	8,838
65501 - Simple IRA Match	12,955	10,151	9,375	12,065	3,580	1,308	702	1,333
66000 - Car Allowance	3,300	2,700	2,700	3,450	600	300	300	300
66500 - Telephone Expense / Internet	13,700	11,340	11,163	16,503	2,537	1,180	1,293	2,871
67000 - Postage & Shipping Expense	30,000	25,000	20,884	18,949	9,116	2,500	2,538	4,049
67100 - Tracking Software	27,050	22,760	22,123	16,336	4,927	2,143	311	4,790
68100 - Rent	12,000	10,000	10,000	12,000	2,000	1,000	1,000	0
68400 - Maintenance / Lawn	17,500	8,000	8,098	6,626	9,402	1,000	439	0
68500 - Repairs & Maintenance Expense	166,500	139,680	118,019	115,515	48,481	13,908	18,986	15,605
68600 - Peace Fountain Maintenance	3,000	2,500	2,454	9,906	546	250	211	920
68700 - Linens	28,000	23,440	22,311	22,649	5,689	2,205	1,782	3,666
69500 - Publication & Dues	21,320	18,365	17,764	12,824	3,556	300	173	156
70000 - Travel / Training Expense	82,000	69,890	51,277	52,888	30,723	6,035	4,740	2,492
70500 - Taxes & Licenses	26,300	21,729	21,013	17,083	5,287	4,046	2,005	3,081
71000 - Collections Expense	64,000	52,835	54,256	50,197	9,744	5,585	6,017	5,579

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

CONSOLIDATED A & P COMMISSION

	2016	October 2016 Year-to-Date		2015	2016	October 2016 Month		2015
	Annual Budget	Budget	Actual	YTD Actual	Balance of Budget	Budget	Actual	Month Actual
Expenditures (cont.)								
72000 - Payroll Tax Expense	49,225	39,603	37,988	40,454	11,237	4,805	3,885	3,987
72500 - Depreciation Expense	0	0	0	0	0	0	0	0
73000 - Convention Development	60,500	51,868	48,838	52,186	11,662	4,391	2,689	3,157
76500 - Contract Labor	192,500	153,531	143,535	53,508	48,965	19,320	8,473	7,574
77500 - Wages Expense	606,200	489,510	474,814	500,853	131,386	58,337	49,690	51,230
77600 - Relocation Expense	0	0	6,365	5,000	(6,365)	0	0	0
78000 - Electric Utilities	67,050	56,231	55,782	61,049	11,268	5,346	4,915	5,503
78100 - Gas Utility	11,100	8,639	7,658	12,542	3,442	1,229	238	495
78200 - Water Utilitiy	12,000	10,244	10,526	8,341	1,474	950	1,209	1,097
78500 - Security	2,265	1,750	1,510	1,660	755	262	22	22
78600 - Airport Advertising	10,200	8,230	8,644	7,125	1,556	985	1,406	750
78700 - Minor Equipment	56,500	47,510	25,810	95,948	30,690	4,691	6,834	420
78800 - Airport Info Booth	4,800	4,000	4,000	3,600	800	400	800	800
89000 - Other Expense	10,000	6,000	0	0	10,000	2,000	0	0
92000 - Purchase Walker-Stone House	748,363	748,363	748,363	0	0	0	0	0
94300 - LOTO Special Project	23,525	23,151	23,152	4,515	373	0	0	0
95000 - Misc. Special Projects - Other	260,000	189,692	190,999	199,095	69,001	35,153	36,451	52,597
95010 - 1st Thursday	28,000	28,000	26,630	20,303	1,370	5,190	3,240	2,940
95026 - Incidental Expenses	0	0	0	8,786	0	0	0	0
95027 - Alcohol & Bar Supply Purchases	15,000	12,500	19,464	32,760	(4,464)	1,250	550	2,093
95028 - Public Arts Program	55,000	16,350	0	0	55,000	16,350	0	0
95050 - Clinton Activities	600	505	877	332	(277)	150	651	0
96000 - Annual Improvements	145,750	86,317	38,805	0	106,945	29,716	0	0
96500 - Special Funding	0	0	0	0	0	0	0	0
97000 - Bond Payments - Town Center	700,000	581,860	581,856	622,130	118,144	58,186	58,186	62,213
99000 - Transfer Out	577,880	534,650	0	0	174,643	2,115	0	0
Total Expenditures	5,375,604	4,601,929	3,757,172	2,865,802	1,215,195	391,430	286,108	293,724
Excess of Revenues Over/(Under) Expenditures	0	0	349,433	228,844	(349,433)	0	85,868	74,516



Organization	Event/Project	Requested	Most Recent Award Amount	Most Recent Award Cycle	Cumulative since 2000	Notes	Committee Recommendation
All Sports Productions	Joe Martin Stage Race and Gran Fondo	\$35,000.00	\$34,080.00	\$9,080 Fall 2015 \$25K special distribution in Spring 2016	\$90,780 **	** Cumulative total shown represents Joe Martin exclusively, not all of funding to All Sports	
AR Air and Military Museum	Marketing Support	\$10,000.00	\$10,000.00	2012	\$180,000.00		
Arkansas Brewgrass Festival	Arkansas Brewgrass Festival	\$15,000.00	\$0.00	N/A	\$0.00		
Arkansas Comedy Collective, LLC	Huge Lightning Comedy Festival	\$5,000.00	\$1,750.00	Fall 2015	\$1,750.00		
Art Feeds	Mural Park	\$25,805.00	\$0.00	N/A	N/A		
Artist's Laboratory Theatre	Marketing Support	\$10,953.00	\$7,500**	Spring 2016	\$18,000 **	** The Spring 2016 funding was for a specific project, not marketing support. Cumulative total reflects ALL Projects of the theatre.	
Bike Fayetteville and City Sustainability Department	National Bike Month	\$4,500.00	\$0.00	N/A	\$0.00		
Botanical Garden of the Ozarks	Marketing Support	\$18,295.00	\$17,500.00	2006	\$17,500.00		
Cattywampus Co-op	Cattywampus Wonderland	\$21,000.00	\$0.00	N/A	\$0.00		
Comedians Northwest							
Arkansas/Susu Productions, LLC	Series of National Comedy Shows	\$3,600.00	\$0.00	N/A	\$0.00		
Community Creative Center	Marketing Support	\$10,000.00	\$5,000.00	Fall 2015	\$28,000.00		
Equestrian Bridges	Annual events	\$23,840.00	\$0.00	N/A	\$0.00		
Fayetteville Art Alliance, d.b.a. Fayetteville Underground	Marketing support & Sense of Place Project	\$18,700.00	\$6,830.00	Fall 2015	\$189,830.00		
Fayetteville Evergreen Cemetary Association	Archibald Yell Monument	\$19,000.00	\$1,000.00	Fall 2015	\$1,000.00		
Fayetteville High School	Lady Dawg Softball Complex	\$55,000.00	\$0.00	N/A	\$0.00		
Fayetteville Parks & Rec	Ladies Du Fayetteville	\$4,000.00	\$1,000.00	Fall 2015	\$1,000.00		
Fayetteville Public Schools	Bulldog Classic (basketball tournament)	\$10,000.00	\$4,000.00	Spring 2015	\$10,250.00		
Fayetteville Public Schools (This was inadvertently left out of the October packet by CVB team)							
	Weekend of Champions	\$14,294.00	\$14,294.00	Fall 2015	\$102,566.00		
Fossil Cove Brewing	Frost Fest	\$15,000.00	\$0.00	N/A	\$0.00		
Habitat for Humanity Washco	Springfest	\$10,000.00	\$0.00	N/A	\$0.00		
Idle Class Magazine	Black Apple Showcase	\$7,500.00	\$0.00	N/A	\$0.00		
Inverse Performance Arts Festival	Inverse Performance Arts Festival	\$15,950.00	\$0.00	N/A	\$0.00		
Magdalene Serenity House	Krueger Brothers Benefit Concert	\$7,500.00	\$0.00	N/A	\$0.00		
Matt Miller	Mural	\$15,000.00			\$0.00		
Northwest Arkansas Juggling Festival	Northwest Arkansas Juggling Festival	\$2,370.00	\$1,525.00	Fall 2015	\$2,525.00		
Northwest Creative Arts Network	Spring Season at Stage Eighteen	\$5,210.00	\$0.00	N/A	\$0.00 **	** Cumulative total shown is for Stage 18, a project of NWA Creative Arts Network. Cumulative for NWA CAN is \$19,500	
NWA Musicians Connection	Song Writer Circles	\$10,000.00	\$0.00	N/A	\$0.00		
Ozark Literacy	Read Across NWA	\$10,000.00	\$0.00	N/A	\$0.00		
Ozark Mixology and Arts Festival	Ozark Mixology and Arts Festival	\$15,000.00	\$2,000.00	Fall 2014	\$2,000.00		
SONA	Season marketing support	\$10,000.00	\$10,000.00	Fall 2015	\$50,000.00		
TEMP Series Project & UU Fellowship	Fayetteville Artists in Residence (FAIR) Project	\$14,600.00	\$0.00	N/A	\$0.00		
The Art Experience	Puppets in the Park	\$25,000.00	\$6,413.00	Fall 2015	\$6,500.00		
Theatre Squared	2017 Season Marketing Support	\$20,000.00	\$15,000.00	Fall 2015	\$160,000.00		
UA Graduate Thesis Project	Virtual Fayetteville	\$4,954.06	\$0.00	N/A	\$0.00		
UA Recreation	Region 4 flag football tournament	\$1,000.00	\$0.00	N/A	\$0.00		
UAMS	ICARE Conference	\$3,100.00	\$0.00	N/A	\$0.00		
Walton Arts Center	Artosphere	\$20,000.00	\$10,000.00	Fall 2015	\$25,000 **	** Cumulative total shown is for Artsosphere. WAC cumulative total is \$212,175	
Total requested		\$516,171.06					