

**Advertising and Promotion Commission**  
**May 15, 2017**  
**2:00 p.m.**

Location: Fayetteville Town Center, Director's Room  
15 W Mountain Street Fayetteville, AR

Commissioners: Matthew Petty, Chairman; Matt Behrend; Adella Gray; Ching Mong;  
Robert Rhoads; Chrissy Sanderson

Executive Director: Molly Rawn

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- I. Call to order at 2:00 p.m.
- II. Old Business
  - A. Approval of April 2017 minutes
- III. New Business
  - A. Executive Director's report
    1. April financial report
    2. Marketing update
    3. Experience Fayetteville's committee recommendations for grants
  - B. Presentation of 2016 audit report – John Evans, Beall Barclay
  - C. Interview commission applicants
    1. Jared Lowrey – Owner, Z's Brick Oven Pizza
    2. Todd Martin – Owner, Southern Food Company
  - D. Town Center Plaza proposal from Julie Wait Designs – Aubrey Pate
  - E. Walker Stone House proposal from New Design School – David Kersey
- IV. Agenda Additions

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

## Advertising and Promotion Commission

### April Meeting

April 24, 2017

Commissioners Present: Matthew Petty, Chair, Ching Mong, Robert Rhoads, Matt Behrend, Adella Gray and Chrissy Sanderson

Staff Present: Molly Rawn, Sally Fisher, Sandra Bennett and Hazel Hernandez

#### A. Call to Order

1. Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on April 24, 2017 at 2:00 pm.

#### B. Old Business

1. Approval of March 2017 minutes. Commissioner Robert Rhoads moved to approve minutes, motion seconded by Commissioner Adella Gray. Motion carried with a vote of 6:0.

#### C. New Business

Executive Director's report

Reviewed income statement of March financials. Total HMR Collected \$261,477.00.

Town Center - 45% of events in March were non-profit. Also, bids have been received for new furniture, planters, etc. for the Town Center plaza.

Marketing Review – there is a shift to more digital marketing. New Experience Fayetteville web site has been launched.

Fenix Fayetteville having an art show during the month of April at the Walker Stone House.

Sandra Bennett has turned in her resignation and will be leaving the Town Center May 5<sup>th</sup>.

Grant application deadline is May 4<sup>th</sup>.

Commissioner applications being accepted through Friday, May 5<sup>th</sup>.

Executive Director's recommendation on TheatreSquared funding request.

Molly Rawn, Executive Director, initially recommended the commission put \$2 million toward the project, by budgeting \$200,000 annually over 10 years.

Commissioner Gray proposed adding another five years to the timeline to increase the commitment to \$3 million.

Commissioner Rhoads moved to support the funding of the construction of the TheatreSquared facility. Commissioners voted unanimously to give the local non-profit theatre company \$200,000 each year for the next 15 years, for a total of \$3 million.

Motion seconded by Commissioner Gray.

Motion carried with a vote of 6:0.

Chairman Petty adjourned the meeting at 3:07 pm.

Respectfully submitted,

Sandra Bennett

Director, Fayetteville Town Center

**\$282,482**  
Current HMR Collected

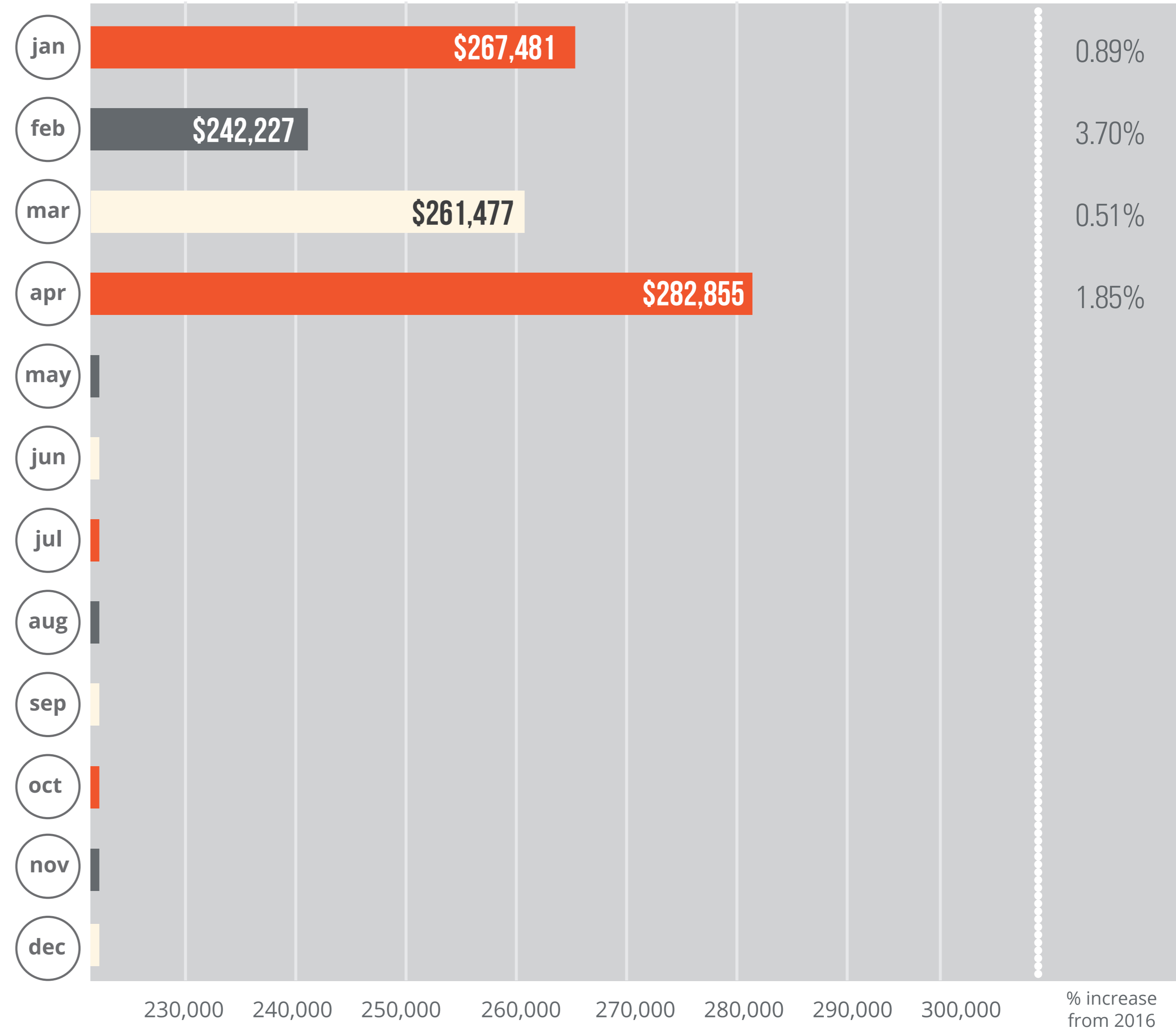
**\$371**  
Prior Dues Collected

**\$282,855**  
Total HMR Collected

Previous April HMR Tax Collection Totals

| 2013      | 2014      | 2015      | 2016      | 2017             |
|-----------|-----------|-----------|-----------|------------------|
| \$228,865 | \$230,939 | \$258,307 | \$277,718 | <b>\$282,855</b> |

Monthly HMR Tax Collections 2017



**\*33 HMR accounts currently past due**

# Fayetteville A&P Commission

## Balance Sheet

As of April 30, 2017

### ASSETS

#### Current Assets

##### Cash and Investments

|                                    |            |  |
|------------------------------------|------------|--|
| 10300 1st Security A&P/EF          | 697,418.53 |  |
| 10400 1st Security Fayetteville TC | 253,758.53 |  |
| 10500 1st Security Clinton House   | 4,340.32   |  |
| 10600 1st Security CVB             | 66,520.64  |  |
| 10700 Arvest Payroll Account       | 54,086.81  |  |
| 10110 EF/CVB Cash in Register      | 100.00     |  |
| 10120 TC Cash on Hand              | 300.00     |  |
| 10130 CHM Cash In Register         | 100.00     |  |

13000 Investments 907,093.04

13100 Investments: Adjust to Market (5,477.71)

Total Investments 901,615.33

Total Cash and Investments 1,978,240.16

##### Accounts Receivable

11100 Accounts Receivable - City Parking 2,396.00

11300 Accounts Receivable 47,860.99

Total Accounts Receivable 50,256.99

11400 Due From Other Funds 218,693.16

13100 Accrued Interest 4,512.00

12200 Prepaid Expenses 40,416.73

14100 Inventory Asset - EF/CVB 11,824.30

14200 Inventory Asset - CHM 6,657.28

Total Current Assets 2,310,600.62

#### Other Assets

##### 14500 Capital Assets

15000 Furniture and Fixtures 17,734.01

15100 Equipment 300,922.67

15300 CVB Building 930,569.02

15400 CVB Land 198,621.00

15500 Building Additions 567,178.25

15600 Walker-Stone House 975,000.00

17300 Accumulated Depreciation (670,296.00)

Total Other Assets 2,319,728.95

TOTAL ASSETS 4,630,329.57

# Fayetteville A&P Commission

## Balance Sheet

As of April 30, 2017

### LIABILITIES AND EQUITY

#### Liabilities

##### Current Liabilities

|                                       |            |  |
|---------------------------------------|------------|--|
| 20000 Accounts Payable                | 127,778.92 |  |
| 22100 KHT Security Deposit            | 1,000.00   |  |
| 24102 Colonial Life& Acc Ins. Payable | 55.48      |  |
| 25000 Sales Tax Payable               | 364.26     |  |
| 26200 Unearned Revenue 2017           | 103,539.25 |  |
| 26300 Unearned Revenue 2018           | 9,200.00   |  |

##### Total Current Liabilities

**241,937.91**

#### Equity

|                    |              |  |
|--------------------|--------------|--|
| 39005 Fund Balance | 4,475,248.10 |  |
| Net Revenue        | (86,856.44)  |  |

##### Total Equity

**4,388,391.66**

### TOTAL LIABILITIES AND EQUITY

**4,630,329.57**

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ April 30, 2017**

|   | <b>CONSOLIDATED</b> |                  |                        |                |
|---|---------------------|------------------|------------------------|----------------|
|   | YTD Actual          | Budget           | Over/(Under)<br>Budget | % of<br>Budget |
| <b>Income</b>                                       |                     |                  |                        |                |
| <b>41000 · Hotel, Motel, Restaurant Taxes</b>       |                     |                  |                        |                |
| 41100 · CY HMR Taxes                                | 1,036,224.47        | 3,392,424        | (2,356,199.53)         | 0.31           |
| 41200 · PY HMR Taxes                                | 17,814.65           | 20,477           | (2,662.35)             | 0.87           |
| <b>Total 41000 · Hotel, Motel, Restaurant Taxes</b> | <b>1,054,039.12</b> | <b>3,412,901</b> | <b>(2,358,861.88)</b>  | <b>0.31</b>    |
| <b>42000 · Rental Income</b>                        |                     |                  |                        |                |
| 42100 · Facility Rental                             | 176,568.69          | 505,300          | (328,731.31)           | 0.35           |
| 42200 · Rental Items                                | 10,521.00           | 43,000           | (32,479.00)            | 0.24           |
| 42300 · Alcohol Sales                               | 13,331.34           | 53,700           | (40,368.66)            | 0.25           |
| 42400 · Third Party Rental Revenue                  | 7,516.61            | 0                | 7,516.61               | 1.00           |
| <b>Total 42000 · Rental Income</b>                  | <b>207,937.64</b>   | <b>602,000</b>   | <b>(394,062.36)</b>    | <b>0.35</b>    |
| <b>43000 · Event Income</b>                         |                     |                  |                        |                |
| 43100 · 1st Thursday Income                         | 80.00               | 20,000           | (19,920.00)            | 0.00           |
| 43200 · LOTO Income                                 | 0.00                | 5,000            | (5,000.00)             | 0.00           |
| 43300 · Partnership Income                          | 2,100.00            | 6,750            | (4,650.00)             | 0.31           |
| 43400 · Other Event Income                          | 189.65              | 5,000            | (4,810.35)             | 0.04           |
| <b>Total 43000 · Event Income</b>                   | <b>2,369.65</b>     | <b>36,750</b>    | <b>(34,380.35)</b>     | <b>0.06</b>    |
| <b>44000 · Sales</b>                                |                     |                  |                        |                |
| 44100 · Museum Store Sales                          | 3,382.86            | 7,500            | (4,117.14)             | 0.45           |
| 44200 · Visitor Store Sales                         |                     |                  |                        |                |
| 44210 · Regular Store Sales                         | 10,445.11           | 30,567           | (20,121.89)            | 0.34           |
| 44220 · Consignment Sales                           | 1,209.77            | 4,970            | (3,760.23)             | 0.24           |
| Total 44200 · Visitor Store Sales                   | 11,654.88           | 35,537           | (23,882.12)            | 0.33           |
| <b>Total 44000 · Sales</b>                          | <b>15,037.74</b>    | <b>43,037</b>    | <b>(27,999.26)</b>     | <b>0.35</b>    |
| <b>45000 · Parking Revenue</b>                      |                     |                  |                        |                |
| 45100 · Parking Machine Revenue                     | 2,396.00            | 0                | 2,396.00               | 1.00           |
| 45200 · Parking Lease Revenue                       | 0.00                | 11,000           | (11,000.00)            | 0.00           |
| <b>Total 45000 · Parking Revenue</b>                | <b>2,396.00</b>     | <b>11,000</b>    | <b>(8,604.00)</b>      | <b>0.22</b>    |
| <b>46000 · Ad Income</b>                            |                     |                  |                        |                |
| 46100 · Visitor Guide Ad Income                     | 3,700.00            | 18,000           | (14,300.00)            | 0.21           |
| 46000 · Ad Income - Other                           | 0.00                | 19,800           | (19,800.00)            | 0.00           |
| <b>Total 46000 · Ad Income</b>                      | <b>3,700.00</b>     | <b>37,800</b>    | <b>(34,100.00)</b>     | <b>0.10</b>    |
| <b>47000 · Museum Revenue</b>                       |                     |                  |                        |                |
| 47100 · Admission Revenue                           | 2,633.85            | 23,000           | (20,366.15)            | 0.11           |
| 47200 · Contributions                               | 1,589.92            | 30,000           | (28,410.08)            | 0.05           |
| <b>Total 47000 · Museum Revenue</b>                 | <b>4,223.77</b>     | <b>53,000</b>    | <b>(48,776.23)</b>     | <b>0.08</b>    |
| <b>48000 · Other Revenue</b>                        |                     |                  |                        |                |
| 48100 · In-kind Revenue                             | 542.31              | 0                | 542.31                 | 1.00           |
| <b>Total 48000 · Other Revenue</b>                  | <b>542.31</b>       | <b>0</b>         | <b>542.31</b>          | <b>1.00</b>    |
| <b>49000 · Interest and Investment Income</b>       |                     |                  |                        |                |
| 49001 · Investment Account Interest                 | 2,000.24            | 10,000           | (7,999.76)             | 0.20           |
| 49002 · Checking Account Interest                   | 1,895.92            | 4,367            | (2,471.08)             | 0.43           |
| <b>Total 49000 · Interest and Investment Income</b> | <b>3,896.16</b>     | <b>14,367</b>    | <b>(10,470.84)</b>     | <b>0.27</b>    |
| <b>Total Income</b>                                 | <b>1,294,142.39</b> | <b>4,210,855</b> |                        |                |

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ April 30, 2017**

| Expense   | <b>CONSOLIDATED</b> |                  |                        |                |
|---|---------------------|------------------|------------------------|----------------|
|   | YTD Actual          | Budget           | Over/(Under)<br>Budget | % of<br>Budget |
| <b>50000 · Rental and Event Expenses .</b>        |                     |                  |                        |                |
| <b>51000 · Rental Expenses</b>                    |                     |                  |                        |                |
| 51100 · Facility Rental Expenses                  | 0.00                | 500              | (500.00)               | 0.00           |
| 51200 · Rental Items                              | 10,352.24           | 31,500           | (21,147.76)            | 0.33           |
| 51300 · Alcohol & Bar Supply Expenses             | 7,636.16            | 25,000           | (17,363.84)            | 0.31           |
| 51400 · Third Party Rental Expenses               | 8,757.14            | 29,000           | (20,242.86)            | 0.30           |
| <b>Total 51000 · Rental Expenses</b>              | <b>26,745.54</b>    | <b>86,000</b>    | <b>(59,254.46)</b>     | <b>0.31</b>    |
| <b>52000 · Event Expenses</b>                     |                     |                  |                        |                |
| 52100 · 1st Thursday Expenses                     | 0.00                | 35,000           | (35,000.00)            | 0.00           |
| 52200 · LOTO Expenses                             | 0.00                | 20,000           | (20,000.00)            | 0.00           |
| 52300 · Partnership Expenses                      | 1,712.15            | 12,000           | (10,287.85)            | 0.14           |
| 52400 · Other Event Expenses                      | 1,799.81            | 6,800            | (5,000.19)             | 0.26           |
| <b>Total 52000 · Event Expenses</b>               | <b>3,511.96</b>     | <b>73,800</b>    | <b>(70,288.04)</b>     | <b>0.05</b>    |
| <b>53000 · Store purchases</b>                    |                     |                  |                        |                |
| 53100 · Museum Store Expenses                     | 1,947.00            | 5,400            | (3,453.00)             | 0.36           |
| 53200 · EF Store Expenses                         | 7,607.07            | 18,741           | (11,133.93)            | 0.41           |
| 53300 · Consignment Expenses                      | 0.00                | 3,976            | (3,976.00)             | 0.00           |
| <b>Total 53000 · Store purchases</b>              | <b>9,554.07</b>     | <b>28,117</b>    | <b>(18,562.93)</b>     | <b>0.34</b>    |
| <b>54000 · Museum Activities</b>                  |                     |                  |                        |                |
| <b>54100 · Program</b>                            |                     |                  |                        |                |
| 54110 · Group Visits                              | 28.65               | 250              | (221.35)               | 0.11           |
| 54120 · Brick                                     | 0.00                | 350              | (350.00)               | 0.00           |
| 54130 · Honoraria                                 | 0.00                | 1,500            | (1,500.00)             | 0.00           |
| <b>Total 54100 · Program</b>                      | <b>28.65</b>        | <b>2,100</b>     | <b>(2,071.35)</b>      | <b>0.01</b>    |
| <b>54200 · Exhibit Expenses</b>                   | <b>10,226.66</b>    | <b>10,000</b>    | <b>226.66</b>          | <b>1.02</b>    |
| <b>54300 · Fundraising</b>                        | <b>141.62</b>       | <b>2,000</b>     | <b>(1,858.38)</b>      | <b>0.07</b>    |
| <b>Total 54000 · Museum Activities</b>            | <b>10,396.93</b>    | <b>14,100</b>    | <b>(3,703.07)</b>      | <b>0.74</b>    |
| <b>55000 · In-kind Donations Cost</b>             | <b>542.31</b>       | <b>0</b>         | <b>542.31</b>          | <b>1.00</b>    |
| <b>Total 50000 · Rental and Event Expenses .</b>  | <b>50,750.81</b>    | <b>202,017</b>   | <b>(151,266.19)</b>    | <b>0.25</b>    |
| <b>60000 · Payroll and Related Expenses</b>       |                     |                  |                        |                |
| <b>61000 · Wages Expense</b>                      | 214,612.71          | 775,846          | (561,233.29)           | 0.28           |
| <b>62000 · Payroll Tax Expense</b>                |                     |                  |                        |                |
| 62100 · Federal (941) Payroll Taxes               | 16,381.03           | 59,353           | (42,971.97)            | 0.28           |
| 62300 · SUTA                                      | 1,573.93            | 1,421            | 152.93                 | 1.11           |
| <b>Total 62000 · Payroll Tax Expense</b>          | <b>17,954.96</b>    | <b>60,774</b>    | <b>(42,819.04)</b>     | <b>0.30</b>    |
| <b>63000 · Benefits</b>                           |                     |                  |                        |                |
| 63100 · Health and Other Emp Insurance            | 32,818.72           | 110,078          | (77,259.28)            | 0.30           |
| 63200 · Company Ret Contributions                 | 5,047.93            | 21,341           | (16,293.07)            | 0.24           |
| 63300 · Car Allowance                             | 1,200.00            | 3,600            | (2,400.00)             | 0.33           |
| 63400 · Relocation Expenses                       | 1,000.00            | 1,000            | 0.00                   | 1.00           |
| 63500 · Training and Development                  | 14,260.66           | 41,000           | (26,739.34)            | 0.35           |
| 63600 · Employee Relations                        | 1,074.24            | 2,200            | (1,125.76)             | 0.49           |
| <b>Total 63000 · Benefits</b>                     | <b>55,401.55</b>    | <b>179,219</b>   | <b>(123,817.45)</b>    | <b>0.31</b>    |
| <b>64000 · Contract Labor</b>                     | <b>36,196.97</b>    | <b>6,900</b>     | <b>29,296.97</b>       | <b>5.25</b>    |
| <b>Total 60000 · Payroll and Related Expenses</b> | <b>324,166.19</b>   | <b>1,022,739</b> | <b>(698,572.81)</b>    | <b>0.32</b>    |

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ April 30, 2017**

|  | <b>CONSOLIDATED</b> |                |                        |                |
|--|---------------------|----------------|------------------------|----------------|
|  | YTD Actual          | Budget         | Over/(Under)<br>Budget | % of<br>Budget |
| <b>70000 · Operating Expenses</b>                  |                     |                |                        |                |
| <b>71000 · Marketing</b>                           |                     |                |                        |                |
| <b>71100 · Advertising Expense</b>                 |                     |                |                        |                |
| 71110 · Agency Advertising                         | 348,301.48          | 518,000        | (169,698.52)           | 0.67           |
| 71120 · Non-Agency Advertising                     | 3,544.11            | 21,000         | (17,455.89)            | 0.17           |
| <b>Total 71100 · Advertising Expense</b>           | <b>351,845.59</b>   | <b>539,000</b> | <b>(187,154.41)</b>    | <b>0.65</b>    |
| <b>71200 · Agency Fees</b>                         | <b>56,000.00</b>    | <b>168,000</b> | <b>(112,000.00)</b>    | <b>0.33</b>    |
| <b>71300 · Promotion</b>                           |                     |                |                        |                |
| 71310 · Promotion Expenses                         | 7,879.33            | 66,000         | (58,120.67)            | 0.12           |
| 71320 · Signage-Tourism                            | 0.00                | 20,000         | (20,000.00)            | 0.00           |
| 71330 · Public Art Program                         | 3,051.86            | 0              | 3,051.86               | 1.00           |
| <b>Total 71300 · Promotion</b>                     | <b>10,931.19</b>    | <b>86,000</b>  | <b>(75,068.81)</b>     | <b>0.13</b>    |
| <b>71400 · Printing</b>                            |                     |                |                        |                |
| 71410 · Visitors Guide Expense                     | 24,740.84           | 60,000         | (35,259.16)            | 0.41           |
| 71420 · Other Brochures                            | 1,014.45            | 13,500         | (12,485.55)            | 0.08           |
| <b>Total 71400 · Printing</b>                      | <b>25,755.29</b>    | <b>73,500</b>  | <b>(47,744.71)</b>     | <b>0.35</b>    |
| <b>71500 · Website</b>                             | <b>17,167.04</b>    | <b>30,000</b>  | <b>(12,832.96)</b>     | <b>0.57</b>    |
| <b>71600 · Mailings</b>                            | <b>4,000.00</b>     | <b>20,250</b>  | <b>(16,250.00)</b>     | <b>0.20</b>    |
| <b>Total 71000 · Marketing</b>                     | <b>465,699.11</b>   | <b>916,750</b> | <b>(451,050.89)</b>    | <b>0.51</b>    |
| <b>72000 · Sales and Development</b>               |                     |                |                        |                |
| 72100 · Promotional Items                          | 0.00                | 11,500         | (11,500.00)            | 0.00           |
| 72200 · Meals                                      | 688.51              | 3,000          | (2,311.49)             | 0.23           |
| 72300 · Groups                                     | 2,098.70            | 15,000         | (12,901.30)            | 0.14           |
| 72400 · Sports                                     | 0.00                | 25,000         | (25,000.00)            | 0.00           |
| 72500 · Meetings                                   | 2,140.12            | 4,500          | (2,359.88)             | 0.48           |
| 72600 · Memberships                                | 7,980.00            | 18,425         | (10,445.00)            | 0.43           |
| 72700 · Other Sales and Dev Expenses               | 5,712.97            | 6,000          | (287.03)               | 0.95           |
| <b>Total 72000 · Sales and Development</b>         | <b>18,620.30</b>    | <b>83,425</b>  | <b>(64,804.70)</b>     | <b>0.22</b>    |
| <b>73000 · Office and Administrative Exp</b>       |                     |                |                        |                |
| <b>73100 · Office Expenses</b>                     |                     |                |                        |                |
| 73110 · Office Supplies                            | 10,174.18           | 14,000         | (3,825.82)             | 0.73           |
| 73120 · Office Equipment Leases                    | 1,790.65            | 3,686          | (1,895.35)             | 0.49           |
| 73130 · Office Equipment Purchases                 | 858.55              | 6,500          | (5,641.45)             | 0.13           |
| 73140 · Subscriptions                              | 110.93              | 436            | (325.07)               | 0.25           |
| <b>Total 73100 · Office Expenses</b>               | <b>12,934.31</b>    | <b>24,622</b>  | <b>(11,687.69)</b>     | <b>0.53</b>    |
| <b>73200 · Fees</b>                                |                     |                |                        |                |
| 73220 · Credit Card Fees                           | 2,160.77            | 9,100          | (6,939.23)             | 0.24           |
| 73200 · Fees - Other                               | 3.33                | 0              | 3.33                   | 1.00           |
| <b>Total 73200 · Fees</b>                          | <b>2,164.10</b>     | <b>9,100</b>   | <b>(6,935.90)</b>      | <b>0.24</b>    |
| <b>73400 · Business Taxes and Licenses</b>         | <b>1,222.70</b>     | <b>3,500</b>   | <b>(2,277.30)</b>      | <b>0.35</b>    |
| <b>73500 · Accounting, Audit, &amp; Legal Fees</b> | <b>10,780.80</b>    | <b>21,000</b>  | <b>(10,219.20)</b>     | <b>0.51</b>    |
| <b>73700 · Postage and Shipping</b>                | <b>316.70</b>       | <b>3,464</b>   | <b>(3,147.30)</b>      | <b>0.09</b>    |
| <b>73900 · Collection Expense</b>                  | <b>21,077.19</b>    | <b>68,258</b>  | <b>(47,180.81)</b>     | <b>0.31</b>    |
| <b>Total 73000 · Office and Administrative Exp</b> | <b>48,495.80</b>    | <b>129,944</b> | <b>(81,448.20)</b>     | <b>0.37</b>    |



**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ April 30, 2017**

|   | <b>CONSOLIDATED</b> |                  |                        |                |
|---|---------------------|------------------|------------------------|----------------|
|   | YTD Actual          | Budget           | Over/(Under)<br>Budget | % of<br>Budget |
| <b>74000 · Travel</b>                       |                     |                  |                        |                |
| 74100 · Lodging                             | 5,811.38            | 12,600           | (6,788.62)             | 0.46           |
| 74200 · Mileage                             | 76.72               | 6,225            | (6,148.28)             | 0.01           |
| 74300 · Transportation                      | 3,566.40            | 11,840           | (8,273.60)             | 0.30           |
| 74400 · Meals Out of Town                   | 1,151.73            | 7,835            | (6,683.27)             | 0.15           |
| <b>Total 74000 · Travel</b>                 | <b>10,606.23</b>    | <b>38,500</b>    | <b>(27,893.77)</b>     | <b>0.28</b>    |
| <b>75000 · IT Expenses</b>                  |                     |                  |                        |                |
| 75100 · Computer Hardware                   | 1,930.38            | 10,700           | (8,769.62)             | 0.18           |
| 75200 · Software Purchases and Subs         | 21,005.46           | 15,800           | 5,205.46               | 1.33           |
| 75300 · IT Support and Consulting           | 9,629.65            | 24,600           | (14,970.35)            | 0.39           |
| <b>Total 75000 · IT Expenses</b>            | <b>32,565.49</b>    | <b>51,100</b>    | <b>(18,534.51)</b>     | <b>0.64</b>    |
| <b>76000 · Insurance</b>                    |                     |                  |                        |                |
| 76100 · Insurance - Building                | 0.00                | 14,618           | (14,618.00)            | 0.00           |
| 76200 · Insurance - W/C                     | 39.00               | 1,700            | (1,661.00)             | 0.02           |
| 76300 · Insurance - D&O                     | 0.00                | 2,000            | (2,000.00)             | 0.00           |
| <b>Total 76000 · Insurance</b>              | <b>39.00</b>        | <b>18,318</b>    | <b>(18,279.00)</b>     | <b>0.00</b>    |
| <b>77000 · Facilities</b>                   |                     |                  |                        |                |
| <b>77100 · Rent</b>                         | <b>5,122.90</b>     | <b>14,400</b>    | <b>(9,277.10)</b>      | <b>0.36</b>    |
| <b>77200 · Internet/Telephone</b>           | <b>9,291.45</b>     | <b>26,183</b>    | <b>(16,891.55)</b>     | <b>0.35</b>    |
| <b>77300 · Utilities</b>                    |                     |                  |                        |                |
| 77310 · Electric                            | 18,350.02           | 69,000           | (50,649.98)            | 0.27           |
| 77320 · Gas                                 | 6,304.23            | 11,050           | (4,745.77)             | 0.57           |
| 77330 · Water                               | 3,338.15            | 15,100           | (11,761.85)            | 0.22           |
| <b>Total 77300 · Utilities</b>              | <b>27,992.40</b>    | <b>95,150</b>    | <b>(67,157.60)</b>     | <b>0.29</b>    |
| <b>77400 · Repairs and Maintenance</b>      | <b>33,476.02</b>    | <b>45,000</b>    | <b>(11,523.98)</b>     | <b>0.74</b>    |
| <b>77500 · Janitorial Supplies</b>          | <b>6,721.33</b>     | <b>20,800</b>    | <b>(14,078.67)</b>     | <b>0.32</b>    |
| <b>77600 · Maintenance Contracts</b>        | <b>21,057.99</b>    | <b>45,709</b>    | <b>(24,651.01)</b>     | <b>0.46</b>    |
| <b>77800 · Improvements</b>                 | <b>35,980.97</b>    | <b>264,082</b>   | <b>(228,101.03)</b>    | <b>0.14</b>    |
| <b>Total 77000 · Facilities</b>             | <b>139,643.06</b>   | <b>511,324</b>   | <b>(371,680.94)</b>    | <b>0.27</b>    |
| <b>Total 70000 · Operating Expenses</b>     | <b>715,668.99</b>   | <b>1,749,361</b> | <b>(1,033,692.01)</b>  | <b>0.41</b>    |
| <b>80000 · Grants Awarded</b>               |                     |                  |                        |                |
| 80100 · Current Year Spring                 | 0.00                | 110,000          | (110,000.00)           | 0.00           |
| 80200 · Prior Year Fall                     | 53,617.00           | 104,934          | (51,317.00)            | 0.51           |
| <b>Total 80000 · Grants Awarded</b>         | <b>53,617.00</b>    | <b>214,934</b>   | <b>(161,317.00)</b>    | <b>0.25</b>    |
| <b>90000 · Other Expenses</b>               |                     |                  |                        |                |
| <b>90100 · Bond Payments</b>                | <b>235,770.84</b>   | <b>707,312</b>   | <b>(471,541.16)</b>    | <b>0.33</b>    |
| <b>90300 · Future Project Funding</b>       |                     |                  |                        |                |
| 90310 · Future Capital Improvements         | 0.00                | 60,000           | (60,000.00)            | 0.00           |
| 90320 · Operating Reserves                  | 0.00                | 254,492          | (254,492.00)           | 0.00           |
| <b>Total 90300 · Future Project Funding</b> | <b>0.00</b>         | <b>314,492</b>   | <b>(314,492.00)</b>    | <b>0.00</b>    |
| <b>Total 90000 · Other Expenses</b>         | <b>235,770.84</b>   | <b>1,021,804</b> | <b>(786,033.16)</b>    | <b>0.23</b>    |
| <b>Total Expense</b>                        | <b>1,379,973.83</b> | <b>4,210,855</b> | <b>(2,830,881.17)</b>  | <b>0.33</b>    |
| <b>Net Income/(Loss)</b>                    | <b>(85,831.44)</b>  | <b>0</b>         |                        |                |

**COMPARISON OF CURRENT YEAR & PRIOR YEAR**

|                      | 2016         | 2017         | % Change |
|----------------------|--------------|--------------|----------|
| <b>TOTAL REVENUE</b> | 1,268,484.17 | 1,294,142.39 | 0.02     |

Modified Accrual

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ April 30, 2017**

|                          | <b>CONSOLIDATED</b> |               |                                |                        |
|--------------------------|---------------------|---------------|--------------------------------|------------------------|
|                          | <b>YTD Actual</b>   | <b>Budget</b> | <b>Over/(Under)<br/>Budget</b> | <b>% of<br/>Budget</b> |
| <b>TOTAL EXPENSE</b>     | 1,164,922.18        | 1,379,973.83  | 0.18                           |                        |
| <b>NET INCOME/(LOSS)</b> | 103,561.99          | (85,831.44)   |                                |                        |

# MARKETING REVIEW: JAN-APR 2017 vs JAN-APR 2016

---

Overall Users:

---

**88,217** vs **66,273**: **+33%**

---

Website Conversions:

---

**3.89%** vs **4.3%**: **-0.41%**

---

Guide Web-Requests:

---

**3,430** vs **2,850**: **+20%**

---

Page Views:

---

**187,912** vs **178,354**: **+5.36%**

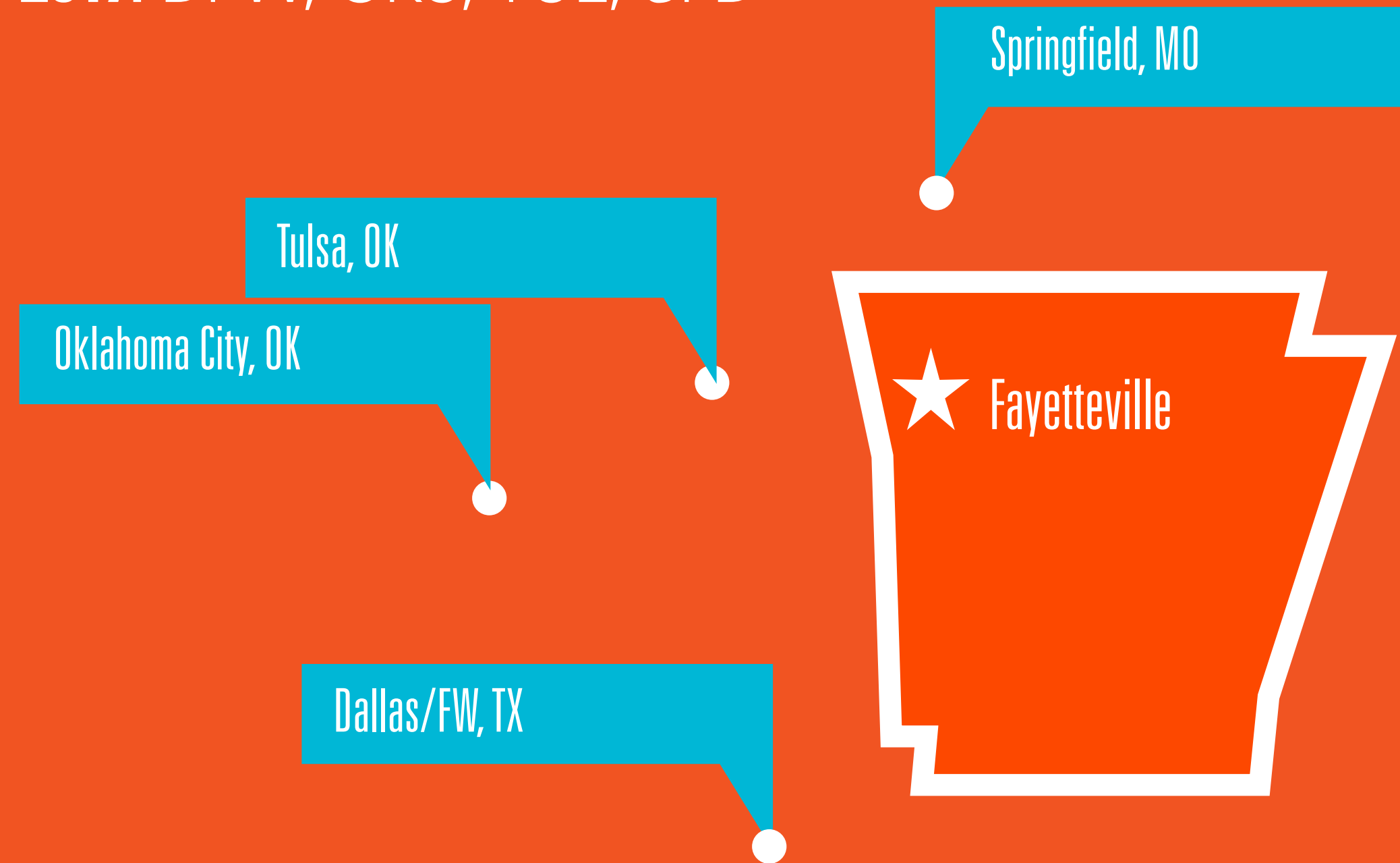
---

# SPRING PRE-ROLL: 2016 vs 2017

## MARKETS:

2016: DFW, MEM, TUL

2017: DFW, OKC, TUL, SFD



## SPRING PRE-ROLL BUDGET:

2016: \$92,000 vs 2017: \$104,621 = +13%

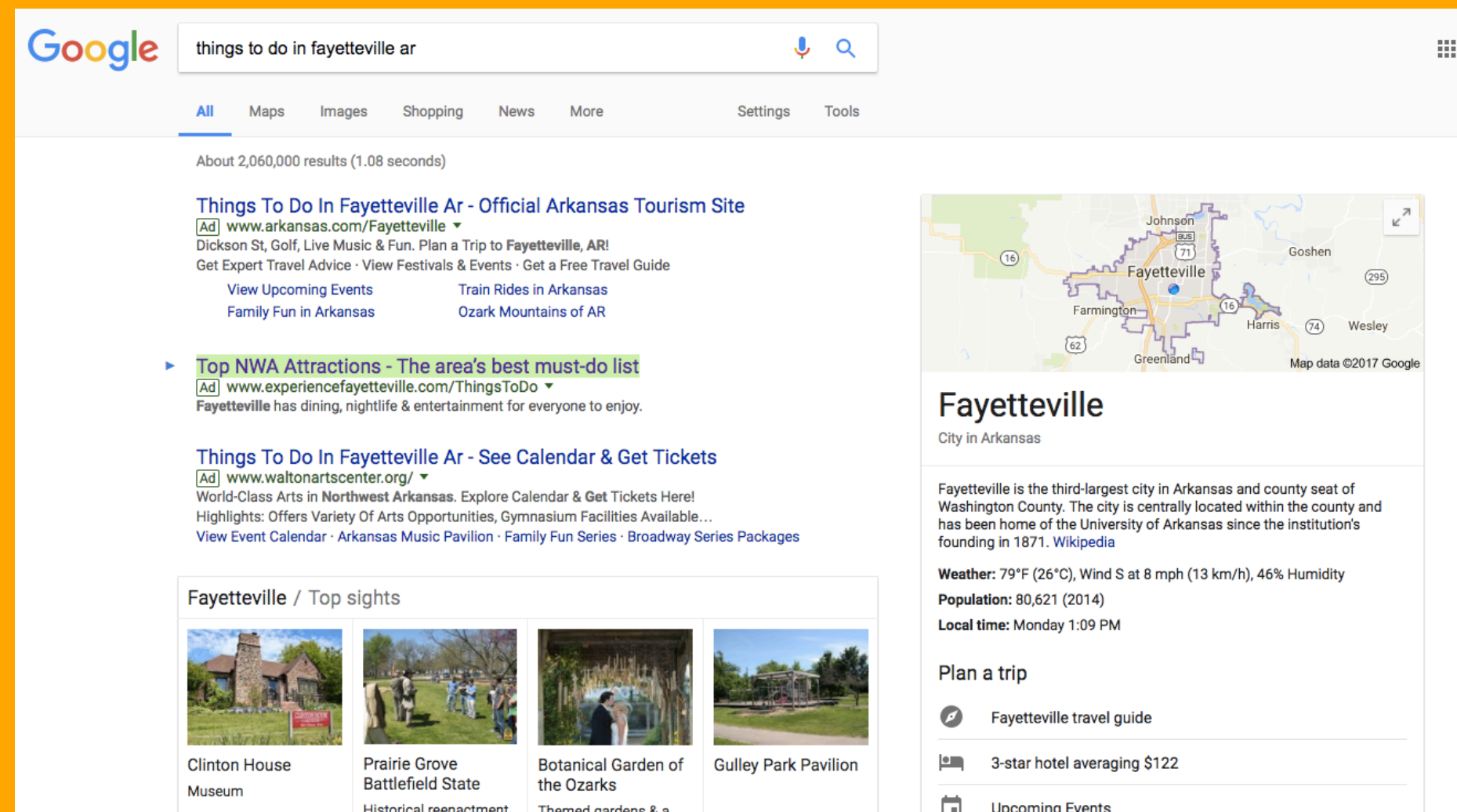
## LANDING PAGE VIEWS (/visitfayetteville)\*

2016: 4,681 vs 2017: 33,734 = +620%



\* 2016 began April 4. 2017 began March 27.

# PAID SEARCH: MAR-APR 2016 vs MAR-APR 2017

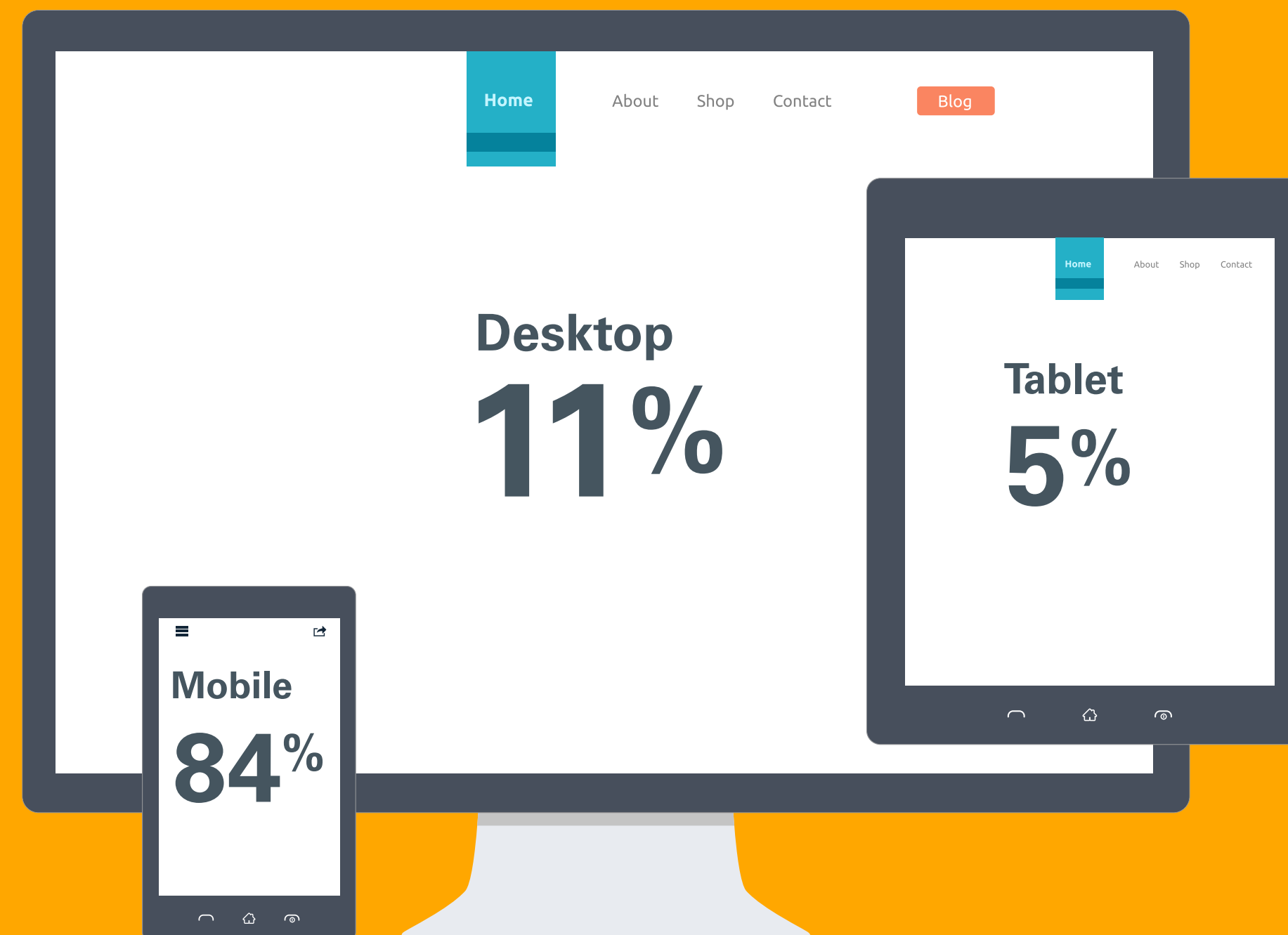


|                   |         |
|-------------------|---------|
| IMPRESSIONS ..... | 142,072 |
| CLICKS .....      | 8,174   |
| CTR .....         | 5.75%   |
| CPC .....         | \$0.61  |

## CLICK TRAFFIC:

## POPULAR SEARCHES

- "things to do in fayetteville ar"
- NWA cities ("fayetteville ar", "springdale ar", "rogers ar", "bentonville ar")
- "xna airport"
- "things to do in northwest arkansas"
- "wedding venues"
- "nwa bike trails"
- "affordable romantic getaways"
- "festivals fayetteville"



RECEIVED

MAY 05 2017

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

CITY OF FAYETTEVILLE
CITY CLERK'S OFFICE

Form fields for Name, Employer Name/ Occupation, Resident Street Address, City, State, Zip Code, Mailing Address, Home phone #, Business phone, Email Address, Choice of Committee, Position, City of Fayetteville, Length of Residency, and voter status.

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

- Co Owner of a restaurant (25 years)
- 13 years experience in hospitality industry
- Have worked in different areas of Fay. (west, dickson area, N college area)
- Worked as an Event Coordinator/Marketing manager and assume all marketing roles at my restaurant

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

I think that I can bring an interesting view point to the committee. I have attended the University of Arkansas and lived in Fayetteville for 15 yrs. I also represent a demographic - young professional starting a family that could give insight into a group that could possibly be under-represented in city committees. I love the city of Fayetteville and would like to provide help in the growth and success of the city.

References:

Table with 3 columns: Name, Address, Phone. Includes references for Matthew Pope and Stephen Terry.

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

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

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

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

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



RECEIVED

APR 24 2017

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

CITY OF FAYETTEVILLE
CLERK'S OFFICE

Todd L Martin Self employed/Owner/Southern Food Company
Name Employer Name/ Occupation
326 N Limestone Drive Fayetteville AR 72701
Resident Street Address City State Zip Code
326 N Limestone Drive Fayetteville AR 72701
Mailing Address City State Zip Code
479-435-6035 901-831-1057 (cell) TODD.L.MARTIN@GMAIL.COM
Home phone # Business phone Email Address

Advertising & Promotion Commission Withers Open Seat 10 months
Choice of Committee Position City of Fayetteville Length of Residency

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

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?
Education, Bachelor of Science in Ag Business, U of A 1986. Experience includes 30 years of experience in Marketing, including Business Development and Brand Development in the corporate arena. While i new resident in the Fayetteville area, our roots go long in NWA - my wife and I met at the U of A, daughters attend school here, and Fayetteville has owned our hearts for 35 years. I strongly believe I can give both an insider view and outsider view for the A&P Commission in order to build a collaborative and strengthened approach

2. Why would you like to be considered for appointment to this committee?
The dream of my wife, Marti, has always been to own & run a restaurant. That dream has borne the development of Southern Food Company on West Wedington, a new independent restaurant developed for new Southern cuisine - a fusion of southern cooking from different regions of the Southern US, with a flair of Cajun Spice. With our regional/global/corporate/local view, I like to believe that I can bring something new in service to the City of Fayetteville.

References:

Chuck Clulver 345 N Limestone Drive, Fayetteville, AR 72701 479-263-9156
Name Address Phone
Todd Nelson 361 N Limestone Drive, Fayetteville, AR 72701 479-263-5108
Name Address Phone

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

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

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

Office Use Only:
Term Begins: \_\_\_\_\_ Appointed: \_\_\_\_\_
Term Expires: \_\_\_\_\_ Replaced: \_\_\_\_\_
Terminated: \_\_\_\_\_ Resigned: \_\_\_\_\_

Handwritten signature and date: 4/22/2017



# EXPERIENCE FAYETTEVILLE

## Experience Fayetteville Spring 2017 Community Investment Grant Applications

*These summaries are provided by the applicant and listed here exactly as presented.*

### **AAO**

#### **Summer Event Series**

**Category: Grow**

**Focus Area: Sports & Recreation**

**Request: \$10,000**

Arkansas Athletes Outreach (AAO) respectfully requests support of the Summer Event Series to be held at the AAO Sports Center between 4/1/17-7/31/17. The series hosts 9 events including volleyball and basketball tournaments as well as special events. The series has three main goals: 1) Hosting competitive tournaments in Fayetteville keeps our local teams and families here for events. 2) Generate needed revenue to help sustain and underwrite local AAO programs and provide participant scholarships to underprivileged and at risk youth. 3) Promotes tourism and visitors to Fayetteville. We estimate the series total economic impact to be \$604,200.

### **All Sports Productions**

#### **Fayetteville Half Marathon**

**Category: Grow**

**Focus Area: Sports & Recreation**

**Request: \$10,000**

Fayetteville Half Marathon, 10K, 5K & Fun Run. Start/finish held at the Gardens on the UA campus. Course will be held on roads not ever used by any other running event. Over 800 athletes, plus friends and family will attend from outside the region.

### **The Art Experience**

#### **Puppets in the Park**

**Category: Grow**

**Focus Area: Performing Arts**

**Request: \$7,000**

Puppets In The Park is an annual event offered by The Art Experience. This is our 9th year and is led by Jo Ann Kaminsky. This family friendly festival takes place in Wilson Park. Activities include music, workshops, shows and a parade. This year we are adding a Puppet Slam on Friday night. This adult-oriented event is similar to a poetry slam. Performances will be short. A professional puppeteer will headline and community members of various ability will be allowed to participate. Attendees come from across Arkansas and surrounding states.

### **Artist's Laboratory Theatre (ALT)**

#### **Season Marketing Support**

**Category: Grow**

**Focus Area: Performing Arts**



**Request: \$9,153**

Artist's Laboratory Theatre (ALT) seeks support in marketing and advertising expenses for the FY18 Season in theatre, radio, and outreach programs. ALT is a year round presenting organization based in South Fayetteville with a 501(C)3 tax status and a governing board of directors. Much of our programming is free, and most of our funding comes from individual donations, grants, and sponsorships from local businesses. The requested funding from the A & P is intended to supplement the cost of general marketing and advertising expenses during 2017.

**Arts Live Theatre**  
**Season Advertising**  
**Category: Grow**  
**Focus Area: Performing Arts**  
**Request: \$10,000**

Arts Live Theatre is requesting \$10,000 for advertising for the 2017-2018 season, which will include 14 Broadway-style productions, summer and spring break camps and fall and spring after-school classes. Located in Fayetteville, Arkansas, Arts Live Theatre is the premiere dedicated children's and youth theatre company in the region bringing patrons in from throughout the region and beyond.

**Audrey Harris Vision Foundation**  
**Neo-Natal Nursing Conference**  
**Category: Grow**  
**Focus Area:**  
**Request: \$2,000**

The Audrey Harris Vision will be hosting the 14th Annual Neonatal Conference of northwest Arkansas on September 14, 2017. The conference serves as continuing education for our area neonatal nurses, as well as improving the care our community patients receive. The event attracts national speakers and an audience of neonatal nurses, therapists, and physicians from all over Arkansas, Eastern Oklahoma, and Southwest Missouri. The Audrey Harris Vision is a non-profit organization founded in memory of Audrey Harris, a neonatal nurse committed to furthering education of nurses. Since 2015, the Audrey Harris Vision has provided 10 scholarships for area nurses to attend national conferences for professional development. With your help we can provide programs to continue furthering education for our nurses and improving care for our smallest community members. We look forward to your partnership to make a difference for our Northwest Arkansas medical community.

**The Botanical Garden of the Ozarks**  
**10<sup>th</sup> Birthday**  
**Category: Plant**  
**Focus Area: Ozark Heritage/Attraction**  
**Request: \$2,000**

The Botanical Garden of the Ozarks is celebrating 10 years of being open to the public. This is a perfect opportunity to bring attention and celebration to this very successful local attraction. We are planning a public event on October 10, 2017, advertised regionally and a private event for all past and present supporters, civic leaders and key citizens. While the events themselves will likely draw from the region, we plan for this event to be a catalyst for future growth and recognition.

**The Cattywampus Co-op**  
**The Wampus Wonderland**  
**Category: Grow**  
**Focus Area: Visual Arts**  
**Request: \$8,900**

The Cattywampus Co-op is an organization that hosts indie craft shows. The Co-Op was started by Chad Maupin/Big-Bot Design and along with Olivia Trimble/Sleet City Signpainting, Rhonda Maupin and Amy Ha we hosted our initial holiday show, The Wampus Wonderland in 2016. On December 9, 2017 at the Washington County Fairgrounds we will host our second holiday indie craft show. Our purpose is to give the community the opportunity to experience our local creatives and makers in a unique way and to create growth for the community as a whole. We had over 4,500 attendees many of whom were out of state and out of city visitors along with over 100 vendors many of whom came from other states including Minnesota, Wisconsin, Oklahoma, Missouri and Louisiana.

**NWA Creative Arts Network**  
**Last Night Fayetteville**  
**Category: Grow**  
**Focus Area: Performing Arts**  
**Request: \$10,000**

Last Night Fayetteville is a performing arts festival taking place on the downtown Fayetteville square on New Year's Eve. As Arkansas' largest New Year's Eve celebration, Last Night employs more than 100 performance and visual artists and welcomes guests from around the world. Of the average 3,000 guests in attendance, more than 65% are from outside of Fayetteville. Led by Lauren & David Embree, the event is heading into its 7th year. We are respectfully requesting \$18,000 to assist in the production of this one of a kind festival.

**Evergreen Cemetery Association**  
**History Comes Alive**  
**Category: Grow**  
**Focus Area: Ozark Heritage**  
**Request: \$3,000**

In History Comes Alive, Artist's Laboratory Theatre presents stories from the past as actors portray residents of Fayetteville's most historic cemetery by bringing to life some of the pivotal characters in Fayetteville's history in a performance created for Fayetteville Evergreen Cemetery Association. Audiences can put a human face on history through a promenade performance throughout the grounds of Fayetteville Evergreen Cemetery.

**Fayetteville Film Festival**  
**Fayetteville Film Fest**  
**Category: Grow**  
**Focus Area: Performing Arts**  
**Request: \$3,000**

Fayetteville Film Fest draws large numbers of film enthusiasts from all over the country. With a 300% increase in attendance between 2015 and 2016, we see room to continue to expand exponentially. The event showcases the art and craft of filmmaking and provides educational opportunities in the form of workshops, panels and roundtable discussions. In order to grow our capacity and attract even more attendees, we respectfully request \$3000 in funding to promote our 9th annual event in addition to a

sponsorship of the rental cost of the Fayetteville Town Center for September 14, 15 and 16 to allow us to keep the event on the downtown square. We will use other venues on the square for September 12 and 13.

**Fayetteville Hoops Committee**

**Bulldog Classic**

**Category: Grow**

**Focus Area: Sports and Recreation**

**Request: \$10,000**

The FPS Bulldog Basketball Classic for high school boys & girls basketball at the FHS Bulldog Arena. We request \$10,000 to help fund our event. We will host 12 out of town teams (Ark, OK & MO). Jeff Koenig & Scott Berna along with FPS athletic & administrative staff will work together to support the event. The target audience is the parents, fans & school officials of the fourteen (14) teams (Including two Fayetteville HS Teams) to compete in the tournament.

**March of Dimes**

**Signature Chefs Auction**

**Category: Grow**

**Focus Area: Culinary Arts**

**Request: \$4,119**

The event showcases NWA's top culinary talent. Guests will enjoy exquisite cuisine, fine wine, craft beer, signature cocktails and enticing silent and live auction packages.

**Natural State Burial Association**

**2017 Death Fest: A Celebration!**

**Category: Grow**

**Focus Area: Ozark Heritage**

**Request: \$3,500**

2017 Death Fest: A Celebration! is an educational forum designed to inspire, entertain, and engage the public with the green burial/ home funeral/ death positive movement. Workshops, presentations, speakers, an art expo, and films are scheduled at the Fayetteville Senior Activity & Wellness Center and the Fayetteville Public Library during the last week of October.

**NWA Center for Equality**

**Northwest Arkansas Pride**

**Category: Grow**

**Focus Area: Ozark Heritage**

**Request: \$10,000**

Northwest Arkansas Pride (NWA Pride) is a multi-day, multi-event, multi-venue, weeklong festival celebrating diversity and promoting the visibility of Arkansas' lesbian, gay, bisexual, transgender, queer and ally (LGBTQA) community. NWA PRIDE will draw an estimated 8,500 people from Arkansas and surrounding states.

**Fayetteville Parks and Recreation**

**Square to Square Bike Ride**

**Category: Grow**

**Focus Area: Sports and Recreation**

**Request: \$6,500**

The Square 2 Square Bike Ride, a partnership between Fayetteville and Bentonville, is requesting \$6,500 in funding. This community event, held on September 16th on the Razorback Regional Greenway, is hosted by each cities Parks and Recreation Departments to promote physical activity, bring exposure to local businesses, and highlight alternative transportation options by demonstrating the convenient connectivity between all the Northwest Arkansas communities. This 30-mile ride starts on the square in Bentonville, finishes in the Downtown district of Fayetteville where participants will experience the local farmers market, area restaurants and shops, and the Town Center Plaza.

### **Soldier On Service Dogs**

#### **Dickson Street Slide**

**Category: Grow**

**Focus Area: Sports and Recreation**

**Request: \$10,000**

Soldier ON Service Dogs, a 501 (c) (3) non-profit, partnering with UB Productions, will host its 3rd annual "Dickson Street Slide" event August 27th on Dickson Street in Fayetteville, AR. We invite people from the Northwest Arkansas region to enjoy a day of fun in the middle of downtown Fayetteville where we will have a 1000 ft. water slide, a community village, live music and a " splashdown" kids zone. The slide reaches from Collier's Drug Store to the Walton Arts Center. The event attracts as many as 20,000 attendees each year.

### **The Spark Foundation**

#### **Fayetteville Firefighters Hero Half Marathon**

**Category: Grow**

**Focus Area: Sports and Recreation**

**Request: \$10,000**

The Fayetteville Firefighters Hero Half Marathon is a fundraising race and community event hosted by the Fayetteville Firefighters Association in partnership with The Spark Foundation, Inc. The Hero Half Marathon started in 2014 as a 9/11 memorial event to commemorate the sacrifices made then and now by firefighters, law enforcement, and first responders. All proceeds support organizations that meet community needs, celebrate an active lifestyle, and honor the heroes in our everyday lives. This 13.1 mile race highlights Fayetteville, AR by winding through the scenic Razorback Greenway with a Finish Line Festival right on Dickson Street.

### **The Community**

#### **Banff Mountain Film Festival World Tour**

**Category: Grow**

**Focus Area: Visual Arts**

**Request: \$1,500**

The Community (TC) began hosting the Banff Mountain Film Festival World Tour in 2009. We began with one night of films with approximately 180 people in attendance. Over the past 8 years we have expanded to two nights of films with nearly 700 tickets sold in 2015 & 2016. Each night of the festival consists of approximately six to eight individual films made by independent film makers from all over the world. These films originate out of the Banff Mountain Film Competition which showcases a selection of films

from around the world during a nine day Festival. TC, as the local host, then selects what it feels are the films best suited for our audience.

TC hosts this event every year in an effort to bring a high quality social and artistic film festival into NWA, specifically Fayetteville, for the enrichment of the general public. The films display a rich global diversity highlighting mountain culture, sports, and environmental issues. In addition, the funds raised from the event are used to provide financial assistance for local and global non-profit entities focused on the development of children and families. Locally, funds raised will support Prism Education Center. Our requested funding amount from this grant would cover the advertising and rental cost of the facility.

**Tri Cycle Farms**

**Pesto Fest**

**Category: Grow**

**Focus Area: Ozark Heritage**

**Request: \$10,000**

Tri Cycle Farms: Home of the Pesto Fest & Pesto Contest is requesting grant support from Experience Fayetteville to improve the capacity of an already established and annually anticipated "Farmraiser". The Pesto Fest has grown in attendance every year and with the addition of an expanded performance stage, artistic informative signage, and greater advertising reach the capacity will be greatly enhanced for the City of Fayetteville's 2016 Sustainable Landscape Award winner. Director Don Bennett and the Tri Cycle Team along with local artisans are growing a must see and experience farm park in the heart of the city.

**Walton Arts Center**

**Voice Jam Festival**

**Category: Grow**

**Focus Area: Performing Arts**

**Request: \$10,000**

**Walton Arts Center** requests \$10,000 to support the VoiceJam A Cappella Festival, a multi-day celebration of contemporary a cappella music. The Festival includes multiple performances and vocal workshops and culminates in a high-energy competition. VoiceJam builds cultural bridges among its international competitors and promotes regional, national and international tourism to Northwest Arkansas. More than 3,500 visitors from China, South Korea, and several states flocked to Fayetteville for the third annual VoiceJam in 2017. Additionally, our partnership with the Vocal Asia Festival allows each festival's winners to travel to the reciprocal festival, representing their respective country in a musical, cultural exchange.

**Experience Fayetteville Spring  
2017 Community Investment  
Grants**

| Organization                         | Project   | Category | Focus Area          | Amount     |
|--------------------------------------|---|----------|---------------------|------------|
| March of Dimes                       | Signature Chefs Auction                         | Grow     | Culinary Arts       | \$4,119.50 |
| Audrey Harris Vision Foundation      | Neo-Natal Nurses Conference                     | Grow     |                     | \$2,000    |
| Botanical Garden of the Ozarks       | Tenth Birthday                                  | Plant    | Ozark Heritage      | \$2,000    |
| Evergreen Cemetery Association       | History Comes Alive                             | Grow     | Ozark Heritage      | \$3,000    |
| Natural State Burial Association     | Death Fest                                      | Grow     | Ozark Heritage      | \$3,500    |
| Northwest Arkansas Center for Equine | NWA Pride                                       | Grow     | Ozark Heritage      | \$10,000   |
| Tri-Cycle Farms                      | Pesto Fest                                      | Grow     | Ozark Heritage      | \$10,000   |
| Fayetteville Film Fest               | Fayetteville Film Fest                          | Grow     | Performing Arts     | \$3,000    |
| The Art Experience                   | Puppets in the Park                             | Grow     | Performing Arts     | \$7,000    |
| Artists Laboratory Theatre           | Season Marketing Support                        | Grow     | Performing Arts     | \$9,153    |
| Arts Live Theatre                    | Season Advertising                              | Grow     | Performing Arts     | \$10,000   |
| NWA Creative Arts Network            | Last Night Fayetteville                         | Grow     | Performing Arts     | \$10,000   |
| Walton Arts Center                   | Voice Jam Festival                              | Grow     | Performing Arts     | \$10,000   |
| Fayetteville Parks and Recreation    | Square to Square                                | Grow     | Sports & Recreation | \$6,500    |
| AAO                                  | Summer Event Series                             | Grow     | Sports & Recreation | \$10,000   |
| All Sports Productions               | Fayetteville Half Marathon                      | Grow     | Sports & Recreation | \$10,000   |
| Fayetteville Hoops Committee         | Bulldog Classic                                 | Grow     | Sports & Recreation | \$10,000   |
| Soldier On Service Dogs              | The Dickson Street Slide                        | Grow     | Sports & Recreation | \$10,000   |
| Spark Foundation                     | Fayetteville Firefighters Hero<br>Half Marathon | Grow     | Sports & Recreation | \$10,000   |

|                   |                              |      |             |         |
|-------------------|------------------------------|------|-------------|---------|
| The Community NWA | Banff Mountain Film Festival | Grow | Visual Arts | \$1,500 |
| Cattywampus Co-Op | World Tour                   | Grow | Visual Arts | \$8,900 |
|                   | Wampus Wonderland            |      |             |         |