

Advertising and Promotion Commission
September 18, 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; Todd Martin

Executive Director: Molly Rawn

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of July 2017 minutes
- III. New Business
 - A. HMR report
 - B. Marketing Update from Mike Sells
 - C. Executive Director's report
 - 1. Agency of Record RFQ
 - 2. Green Candy Recap
 - 3. Walker Stone House recommendations
 - 4. Request for the chair to consider rescheduling the November meeting
 - D. City of Fayetteville/Fayetteville A&P memo in support of a collect agreement with Air B&B
 - E. Authorization needed to change signatory information on Fayetteville Town Center bank account
 - F. Adjourn to Executive Session to consider the employment of Executive Director for the annual performance review

IV. Agenda Additions

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

Fayetteville Advertising and Promotion Commission

Minutes from July Meeting

July 17, 2017

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

Staff Present: Molly Rawn, Sally Fisher, Hazel Hernandez

I. Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on July 17, 2017, at 2:00 p.m.

II. Old Business

Chairman Petty asked for approval of the June 2017 minutes. Executive Director Molly Rawn noted that the Agenda says May 2017 minutes instead of June 2017 minutes and stated that she will get that corrected. Chairman also asked for approval of the July 2017 special meeting minutes. Commissioner Todd Martin moved to approve both sets of the minutes. His motion was seconded by Commissioner Matt Behrend. The motion was approved.

III. New Business

A. HMR Report

Executive Director Rawn stated that the numbers keep increasing, noting that we budgeted a 4% increase for this year.

B. Executive Director's Report

Executive Director Rawn noted that the RFP for Public Art is in full swing. We will be using five artists, with at least two being local. Just Kids has already scouted the area for locations for the art.

1. Marketing update

Charlie Gocio with The Sells Agency reported that they have obtained new video shots. They are marketing Fayetteville as the entertainment capital of Northwest Arkansas.

2. Town Center activity

- a.** Executive Director Rawn noted that we are in the process of repairing the wheelchair ramp.
- b.** Executive Director Rawn stated that we had to reopen the search for a General Manager at the Town Center and that she has had two promising interviews.
- c.** Experience Fayetteville is a sponsor of the Roots Festival next month.

3. Walker-Stone House activity

- a.** Executive Director Rawn reported that the Fenix Group has a showing again at the house for the month of July. It was packed during First Thursday on July 6.
- b.** We have received good feedback from City leadership, especially Steve Clark with the Fayetteville Chamber of Commerce.
- c.** We will eventually need to budget for a full-time staff person for the house.
- d.** Commissioner Robert Rhoads posed the question: "What are we going to do with the house"?
- e.** Executive Director Rawn replied that when she took the job as Executive Director of the A&P Commission, she was tasked to clean up internal issues, launch a Public Art Program, and find a use for the Walker-Stone House. Her impression was that the internal issues took priority.
- f.** There was considerable discussion concerning use of the house. Executive Director mentioned that we hired a Director of Community Engagement who is working on finding uses for it. Director Ching Mong asked about reaching out to a real estate company or commercial business broker to find a tenant. Chairman Petty said there are limitations on what we can do with the house and should not use a commercial broker. Executive Director Rawn noted that it is important that we not rent to a

business office so we can keep the building open to the public. She also said that ADA requirements affect use of the building since there is no elevator.

- g.** Chairman Petty said we need a committee to take on the task of how to use the house. It could be an event venue. We will not be moving the Experience Fayetteville offices there. The committee can speak with other entities on a use for the house and look at what has been done with similar venues.
- h.** Commissioner Adella Gray mentioned the landscaping at the house. Executive Director Rawn said we have budgeted the costs of renovation/repair and that we can bid the cost of landscaping.
- i.** Commissioner Martin said this will be a long-term project with historic significance and we need to address doing it right vs doing it fast.
- j.** Executive Director Rawn said the August Commission meeting needs to prioritize the Walker-Stone House. Commissioner Chrissy Sanderson said we have purchased the house and we need to discuss what has been done and what can be done with it.
- k.** Commissioner Rhoads said we need to address maintaining the house without fixing it and what to do about the landscaping. He suggested a request to the public for interest in what to do with the space and establish a committee to determine its use.
- l.** Commissioner Gray asked about the cost of restoring the house to its original state. Executive Director Rawn that an architect had checked with the State Historic Preservation Commission about what would need to be done. There is not enough money in the budget to accomplish that at this time. We received an estimate for general renovation.
- m.** Chairman Petty said we will have a synopsis in August and that in September, the committee will present recommendations for use of the house. There will not be a public request. In the meantime, we will continue in maintenance mode, replacing what needs replacing as necessary.

- C.** Authorization needed to change signatory information on the Experience Fayetteville bank account. Executive Director Rawn presented the following request:

Close the First Security Bank Fayetteville Advertising and Promotions Commission Visitor Bureau Account (acct. no. 638730) and deposit the funds in the Fayetteville Advertising and Promotions Commission General Account (acct. no 638714).

Remove Sandra B. Schenck as an authorized signer on all Fayetteville Advertising and Promotion bank accounts.

Ensure that all accounts say Fayetteville Advertising and Promotion Commission.

Commissioner Gray made a motion to accomplish the above. Her motion was seconded by Commissioner Mong. The motion was approved.

Chairman Petty adjourned the meeting at 3:07 p.m.

Respectfully submitted,
Sally Fisher, Finance Director
Experience Fayetteville

July HMR Activity

\$31,524 + **\$217,972**
Hotel/Motel Restaurant

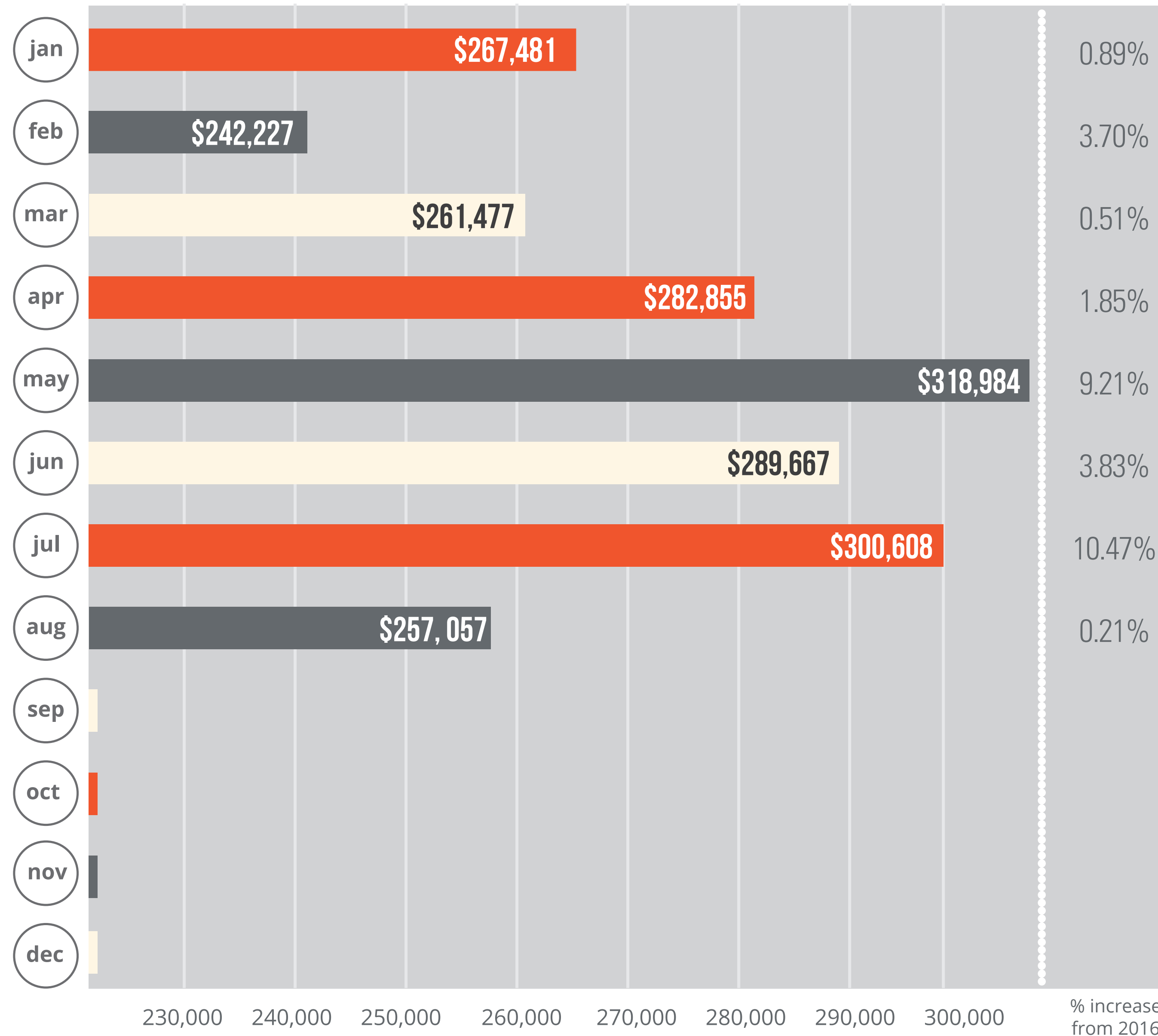
\$7,561
Prior Dues Collected

\$257,057
Total HMR Collected

Previous YTD (Jan-Aug) HMR Tax Collection Totals

2013	2014	2015	2016	2017
\$1,723,053	\$1,775,943	\$1,971,341	\$2,136,279	\$2,220,355

Monthly HMR Tax Collections 2017



% increase from 2016

*25 HMR accounts currently past due



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Rhonda Lynch
Paralegal

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

CC: **Brian Thomas**, City Prosecutor
Don Marr, Chief of Staff
Paul Becker, Chief Financial Officer

FROM: **Kit Williams**, City Attorney

DATE: **September 7, 2017**

RE: **Overdue HMR collection efforts**

City Prosecutor Brian Thomas reports that his office has been able to resolve and close two Hotel, Motel and Restaurant overdue tax collection cases in August of 2017. He collected **\$750.00** in overdue HMR taxes from these and other ongoing cases as shown on his attached report. The City Prosecutor reports that 25 overdue HMR tax cases remain open and ongoing in District Court.

The City Prosecutor's Office has collected **\$26,314.29** in overdue HMR taxes during the first eight months of 2017. The average monthly collection so far this year has been **\$3,289.28**.

One of the primary reasons we sought to emphasize and increase prosecution of overdue HMR tax cases was to ensure fairness for restaurants which properly paid the HMR taxes they collected to the City. Lack of prosecution would allow scofflaw establishments an unfair advantage over their competitors who obeyed the law and paid the tax.

Not only have we collected almost a million dollars in overdue HMR taxes since I became City Attorney, but voluntary compliance with the HMR tax law is better than ever. City Prosecutor Brian Thomas' analysis of HMR tax payments reveals that we are now successfully collecting over 99% of all HMR taxes that are due.

No collection or enforcement system will be perfect, but the City's system with the City Accounting Department working with the City Prosecutor's Office and supported by the Fayetteville Police Department has become very efficient for our citizens as well as all Hotel, Motel and Restaurant tax paying businesses.

I would like to thank the vast majority of our hotels and restaurants and their managers for consistently following the law and forwarding their collected HMR taxes timely and properly to the City Accounting Department. I also want to thank our Accounting Department, City Prosecutor's Office and Police Department for working together to ensure our law is obeyed and all hotels and restaurants can work on a level field with every business following the rules or rapidly learning the consequences of breaking the HMR tax law.

MARKETING REVIEW

JANUARY-AUG 2017 VS JANUARY-AUG 2016

Overall Users:

147,743 vs 138,188: +7%

Guide Requests:

11,145 vs 13,756: -19%

% New Sessions:

86.54% vs 80.31%: +7.76%

Online Guide Requests:

7,421 vs 6,663: +11%

Landing Page Views:

61,388 vs 14,152: +334%

PAID SEARCH 2/27 - 8/31

Overall	Town Center	Consumer/Leisure	Consumer/Leisure (Spanish)
IMPRESSIONS: 508,201	IMPRESSIONS: 62,310	IMPRESSIONS: 376,908	IMPRESSIONS: 68,938
CLICKS: 31,110	CLICKS: 2,379	CLICKS: 24,782	CLICKS: 3,949
CPC: \$0.69	CPC: \$1.60	CPC: \$0.56	CPC: \$0.91
GEOS: Arkansas, Oklahoma, Texas, Missouri, Kansas, Louisiana, Tennessee, Chicago	CTR: 3.82%	CTR: 6.58%	CTR: 5.72%

GEO-FENCING: 4/1 - 8/31

IMPRESSIONS:

727,839

CLICKS:

1,779

CPM:

\$5.72

CTR:

0.24%

(0.28% in August)

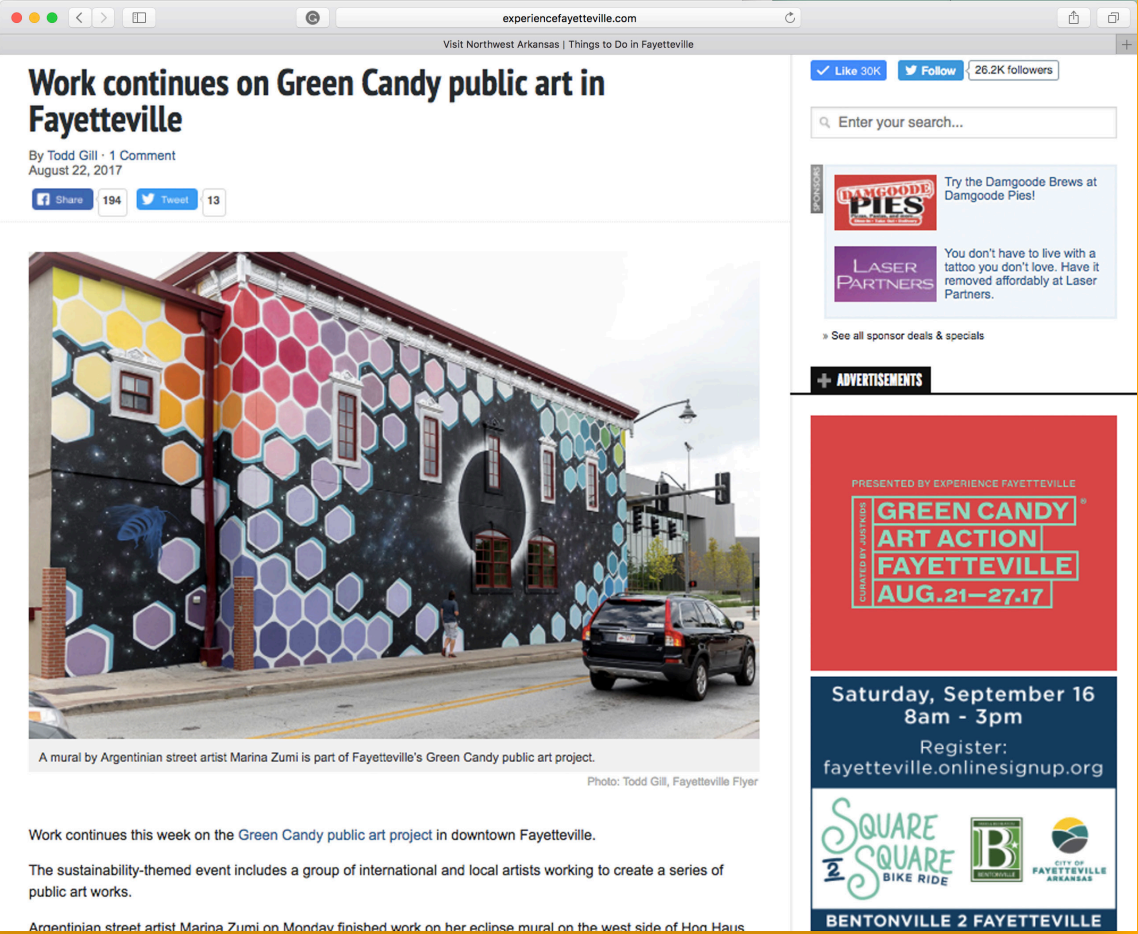


GREEN CANDY

Map



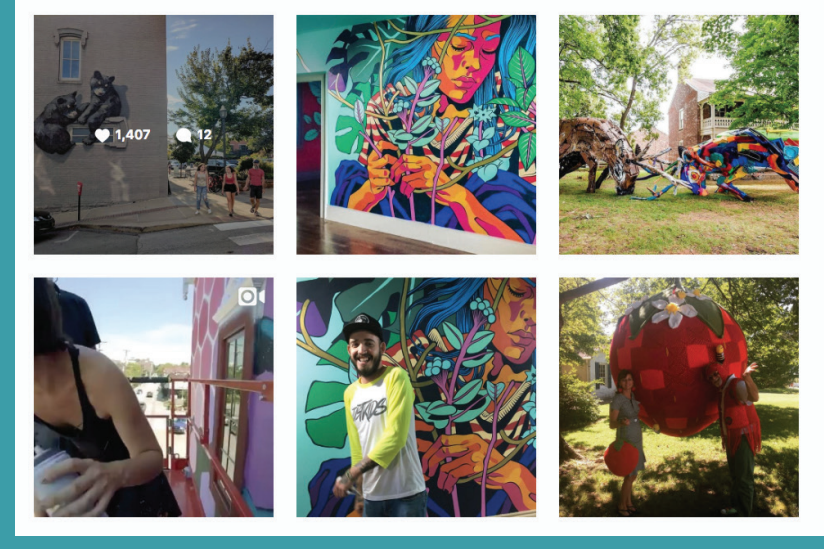
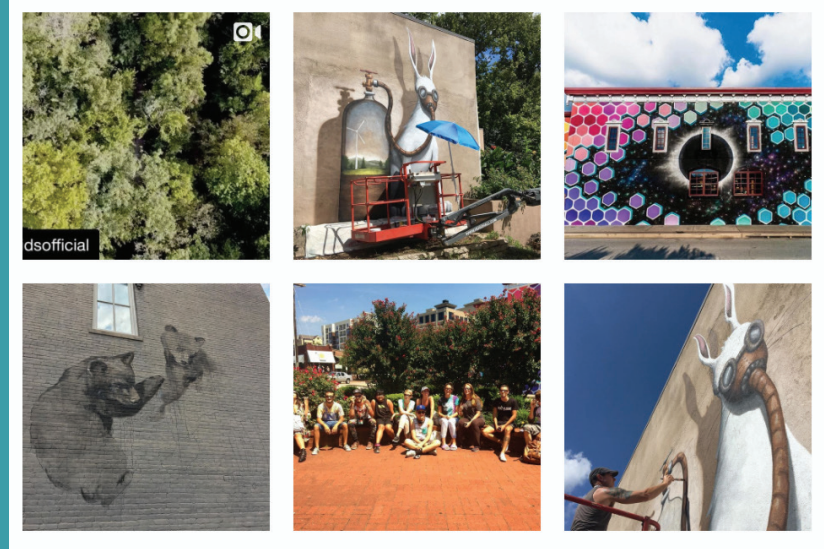
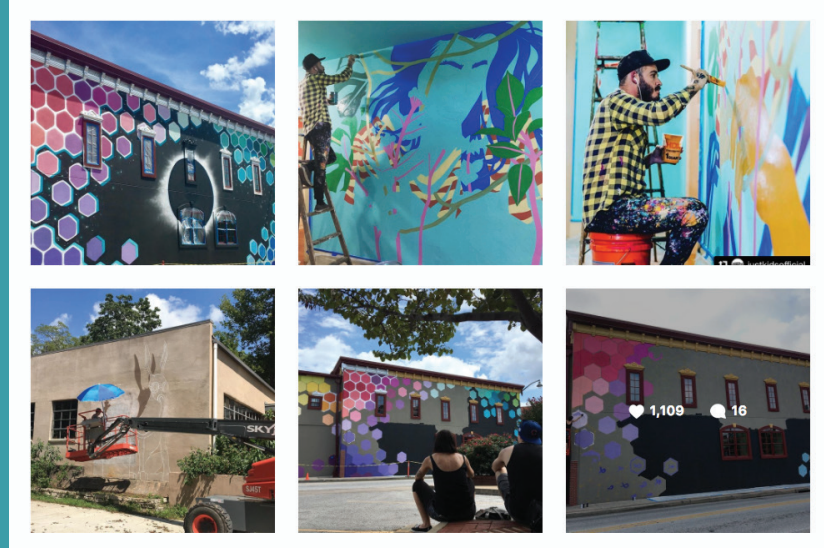
Banner Ads



T-Shirts/Tote Bags



GREEN CANDY - ON SOCIAL MEDIA



Instagram

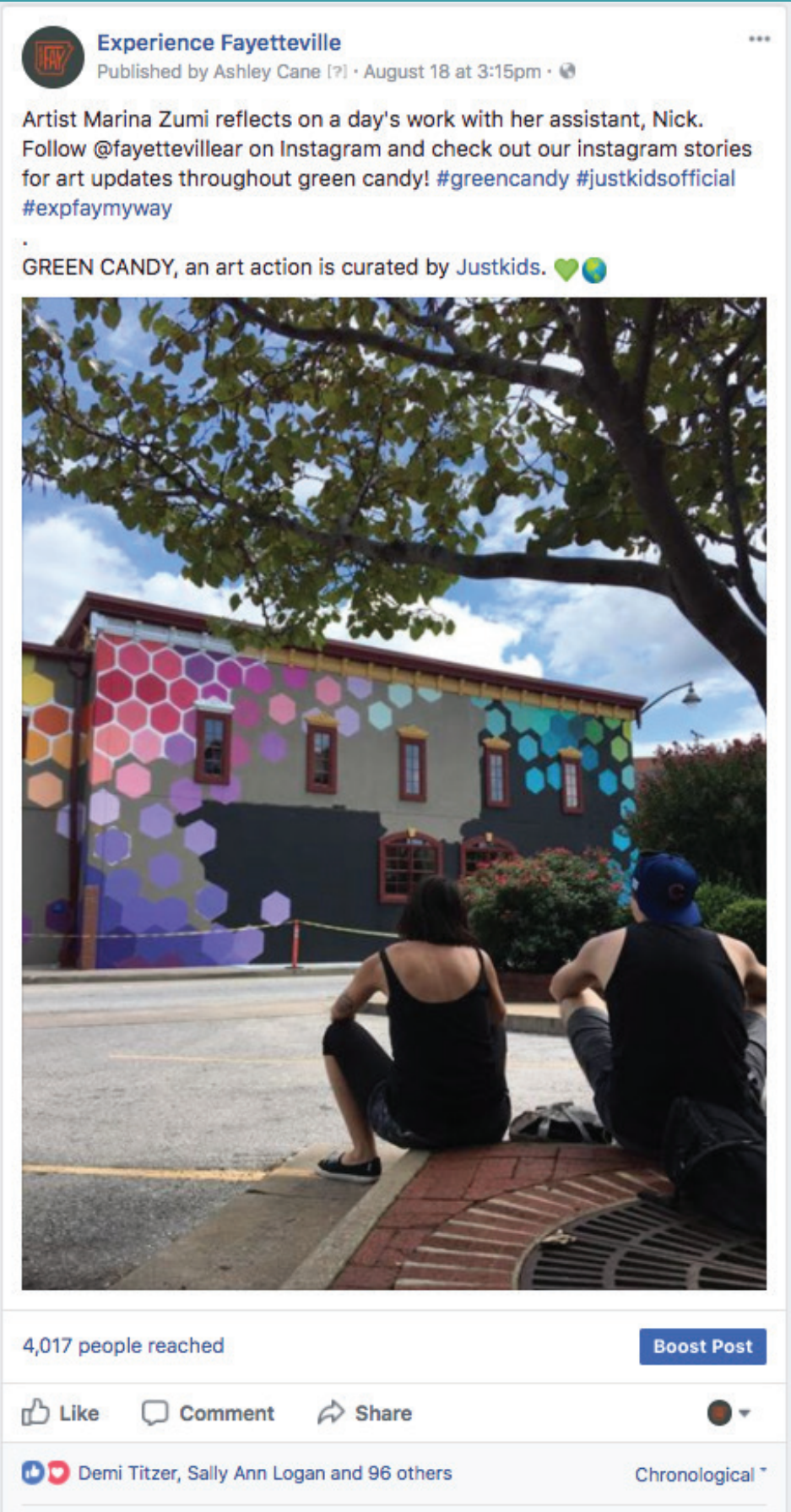
22,496

Followers Before Green Candy

23,256

Followers After Green Candy

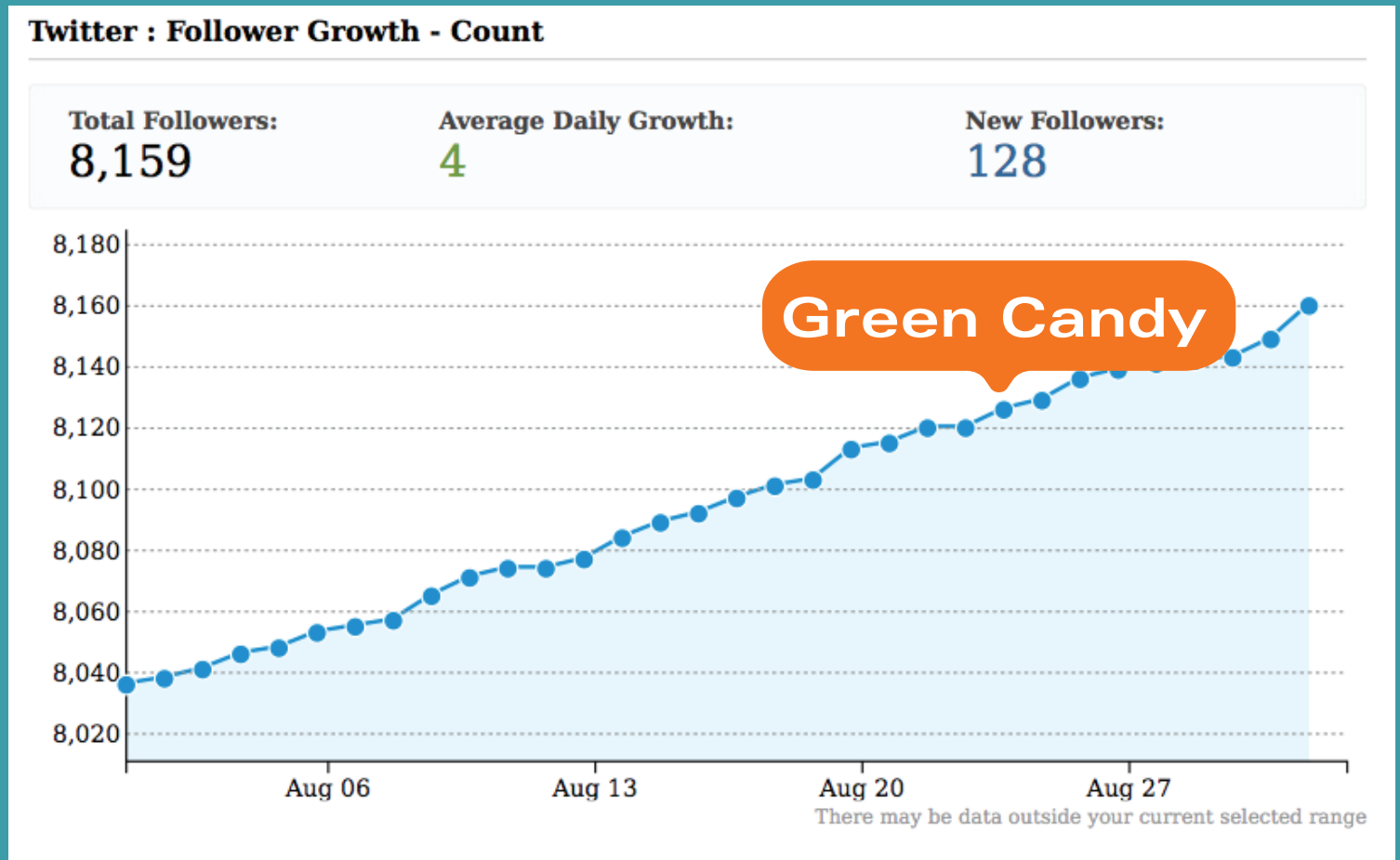
IG Stories avg. 2,000 - 3,000 likes per post



Facebook 200 New Followers



Twitter 128 New Followers



ADVERTISEMENTS

Bike Arkansas



Good Grit



Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	CONSOLIDATED		
	Year-to-Date		
	Actual	Budget	Over/(Under) Budget
Income			
41000 · Hotel, Motel, Restaurant Taxes			
41100 · CY HMR Taxes	2,192,154.66	3,392,424	12.00
41200 · PY HMR Taxes	28,199.93	20,477	7,722.93
Total 41000 · Hotel, Motel, Restaurant Taxes	2,220,354.59	3,412,901	(1,192,546.41)
42000 · Rental Income			
42100 · Facility Rental	291,178.63	505,300	(214,121.37)
42200 · Rental Items	25,038.40	43,000	(17,961.60)
42300 · Alcohol Sales	25,925.82	53,700	(27,774.18)
42400 · Third Party Rental Revenue	26,328.34	0	26,328.34
Total 42000 · Rental Income	368,471.19	602,000	(233,528.81)
43000 · Event Income			
43100 · 1st Thursday Income	4,276.24	20,000	(15,723.76)
43200 · LOTO Income	0.00	5,000	(5,000.00)
43300 · Partnership Income	3,600.00	6,750	(3,150.00)
43400 · Other Event Income	2,232.75	5,000	(2,767.25)
Total 43000 · Event Income	10,108.99	36,750	(26,641.01)
44000 · Sales			
44100 · Museum Store Sales	4,781.76	7,500	(2,718.24)
44200 · Visitor Store Sales			
44210 · Regular Store Sales	19,215.40	30,567	(11,351.60)
44220 · Consignment Sales	2,677.52	4,970	(2,292.48)
Total 44200 · Visitor Store Sales	21,892.92	35,537	(13,644.08)
Total 44000 · Sales	26,674.68	43,037	(16,362.32)
45000 · Parking Revenue			
45100 · Parking Machine Revenue	4,882.05	11,000	(6,117.95)
45200 · Parking Lease Revenue	11,958.50	19,800	(7,841.50)
Total 45000 · Parking Revenue	16,840.55	30,800	(13,959.45)
46000 · Ad Income			
46100 · Visitor Guide Ad Income	20,775.00	18,000	2,775.00
46000 · Ad Income - Other	0.00	0	0.00
Total 46000 · Ad Income	20,775.00	18,000	2,775.00
47000 · Museum Revenue			
47100 · Admission Revenue	2,637.60	23,000	(20,362.40)
47200 · Contributions	4,624.29	30,000	(25,375.71)
Total 47000 · Museum Revenue	7,261.89	53,000	(45,738.11)
49000 · Interest and Investment Income			
49001 · Investment Account Interest	4,633.98	10,000	(5,366.02)
49002 · Checking Account Interest	3,884.83	4,367	(482.17)
Total 49000 · Interest and Investment Income	8,518.81	14,367	(5,848.19)
Total Income	2,679,005.70	4,210,855	
Cost of Goods Sold	4,721.10		
Gross Profit	2,683,726.80	4,210,855	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

Expense	CONSOLIDATED		
	Year-to-Date		
	Actual	Budget	Over/(Under) Budget
Expense			
50000 · Rental and Event Expenses .			
51000 · Rental Expenses			
51100 · Facility Rental Expenses	0.00	500	(500.00)
51200 · Rental Items	20,111.19	31,500	(11,388.81)
51300 · Alcohol & Bar Supply Expenses	16,013.50	25,000	(8,986.50)
51400 · Third Party Rental Expenses	23,092.23	29,000	(5,907.77)
Total 51000 · Rental Expenses	59,216.92	86,000	(26,783.08)
52000 · Event Expenses			
52100 · 1st Thursday Expenses	26,586.80	35,000	(8,413.20)
52200 · LOTO Expenses	0.00	20,000	(20,000.00)
52300 · Partnership Expenses	3,199.51	12,000	(8,800.49)
52400 · Other Event Expenses	3,470.87	6,800	(3,329.13)
Total 52000 · Event Expenses	33,257.18	73,800	(40,542.82)
53000 · Store purchases			
53100 · Museum Store Expenses	5,093.40	5,400	(306.60)
53200 · EF Store Expenses	16,977.19	18,741	(1,763.81)
53300 · Consignment Expenses	1,665.70	3,976	(2,310.30)
Total 53000 · Store purchases	23,736.29	28,117	(4,380.71)
54000 · Museum Activities			
54100 · Program			
54110 · Group Visits	28.65	250	(221.35)
54120 · Brick	115.24	350	(234.76)
54130 · Honoraria	50.00	1,500	(1,450.00)
54140 · Other			
Total 54100 · Program	239.42	2,100	(1,860.58)
54200 · Exhibit Expenses	16,170.53	10,000	6,170.53
54300 · Fundraising	729.88	2,000	(1,270.12)
Total 54000 · Museum Activities	17,139.83	14,100	3,039.83
55000 · In-kind Donations Cost	923.89	0	923.89
Total 50000 · Rental and Event Expenses .	134,274.11	202,017	(67,742.89)
60000 · Payroll and Related Expenses			
61000 · Wages Expense	438,057.07	775,846	(337,788.93)
62000 · Payroll Tax Expense			
62100 · Federal (941) Payroll Taxes	33,322.31	59,353	(26,030.69)
62300 · SUTA	1,250.66	1,421	(170.34)
Total 62000 · Payroll Tax Expense	34,572.97	60,774	(26,201.03)
63000 · Benefits			
63100 · Health and Other Emp Insurance	63,814.40	110,078	(46,263.60)
63200 · Company Ret Contributions	10,528.76	21,341	(10,812.24)
63300 · Car Allowance	2,550.00	3,600	(1,050.00)
63400 · Relocation Expenses	1,922.22	1,000	922.22
63500 · Training and Development	15,364.50	41,000	(25,635.50)
63600 · Employee Relations	1,635.79	2,200	(564.21)
Total 63000 · Benefits	95,815.67	179,219	(83,403.33)
64000 · Contract Labor	70,934.37	6,900	64,034.37
Total 60000 · Payroll and Related Expenses	639,380.08	1,022,739	(383,358.92)

Modified Accrual

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	CONSOLIDATED		
	Year-to-Date		
	Actual	Budget	Over/(Under) Budget
70000 - Operating Expenses			

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	CONSOLIDATED		
	Year-to-Date		
	Actual	Budget	Over/(Under) Budget
71000 · Marketing			
71100 · Advertising Expense			
71110 · Agency Advertising	487,655.09	518,000	(30,344.91)
71120 · Non-Agency Advertising	13,166.48	21,000	(7,833.52)
Total 71100 · Advertising Expense	500,821.57	539,000	(38,178.43)
71200 · Agency Fees	115,000.00	168,000	(53,000.00)
71300 · Promotion			
71310 · Promotion Expenses	46,961.31	66,000	(19,038.69)
71320 · Signage-Tourism	3,800.00	20,000	(16,200.00)
71330 · Public Art Program	83,547.85	0	83,547.85
Total 71300 · Promotion	134,309.16	86,000	48,309.16
71400 · Printing			
71410 · Visitors Guide Expense	71,248.57	60,000	11,248.57
71420 · Other Brochures	8,906.20	13,500	(4,593.80)
Total 71400 · Printing	80,154.77	73,500	6,654.77
71500 · Website	20,337.04	30,000	(9,662.96)
71600 · Mailings	8,515.99	20,250	(11,734.01)
Total 71000 · Marketing	859,138.53	916,750	(57,611.47)
72000 · Sales and Development			
72100 · Promotional Items	4,307.08	11,500	(7,192.92)
72200 · Meals	2,018.23	3,000	(981.77)
72300 · Groups	2,864.15	15,000	(12,135.85)
72400 · Sports	3,500.00	25,000	(21,500.00)
72500 · Meetings	4,299.77	4,500	(200.23)
72600 · Memberships	18,893.00	18,425	468.00
72700 · Other Sales and Dev Expenses	6,376.04	6,000	376.04
Total 72000 · Sales and Development	42,258.27	83,425	(41,166.73)
73000 · Office and Administrative Exp			
73100 · Office Expenses			
73110 · Office Supplies	15,922.44	14,000	1,922.44
73120 · Office Equipment Leases	3,018.97	3,686	(667.03)
73130 · Office Equipment Purchases	2,939.24	6,500	(3,560.76)
73140 · Subscriptions	266.68	436	(169.32)
Total 73100 · Office Expenses	22,147.33	24,622	(2,474.67)
73200 · Fees			
73210 · Bank Service Charges	75.00	0	75.00
73220 · Credit Card Fees	4,461.05	9,100	(4,638.95)
Total 73200 · Fees	4,536.05	9,100	(4,563.95)
73400 · Business Taxes and Licenses	13,486.03	3,500	9,986.03
73500 · Accounting, Audit, & Legal Fees	16,616.60	21,000	(4,383.40)
73700 · Postage and Shipping	639.64	3,464	(2,824.36)
73900 · Collection Expense	44,403.48	68,258	(23,854.52)
Total 73000 · Office and Administrative Exp	101,829.13	129,944	(28,114.87)
74000 · Travel			
74100 · Lodging	7,147.56	12,600	(5,452.44)
74200 · Mileage	279.44	6,225	(5,945.56)
74300 · Transportation	7,190.87	11,840	(4,649.13)

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	CONSOLIDATED		
	Year-to-Date		
	Actual	Budget	Over/(Under) Budget
74400 · Meals Out of Town	1,645.39	7,835	(6,189.61)
Total 74000 · Travel	16,263.26	38,500	(22,236.74)
75000 · IT Expenses			
75100 · Computer Hardware	2,327.07	10,700	(8,372.93)
75200 · Software Purchases and Subs	23,996.27	15,800	8,196.27
75300 · IT Support and Consulting	24,396.39	24,600	(203.61)
Total 75000 · IT Expenses	50,719.73	51,100	(380.27)
76000 · Insurance			
76100 · Insurance - Building	0.00	14,618	(14,618.00)
76200 · Insurance - W/C	39.00	1,700	(1,661.00)
76300 · Insurance - D&O	1,991.00	2,000	(9.00)
Total 76000 · Insurance	2,030.00	18,318	(16,288.00)
77000 · Facilities			
77100 · Rent	10,222.90	14,400	(4,177.10)
77200 · Internet/Telephone	18,453.59	26,183	(7,729.41)
77300 · Utilities			
77310 · Electric	47,286.23	69,000	(21,713.77)
77320 · Gas	7,511.07	11,050	(3,538.93)
77330 · Water	7,771.46	15,100	(7,328.54)
Total 77300 · Utilities	62,568.76	95,150	(32,581.24)
77400 · Repairs and Maintenance	42,022.84	45,000	(2,977.16)
77500 · Janitorial Supplies	14,373.04	20,800	(6,426.96)
77600 · Maintenance Contracts	41,467.48	45,709	(4,241.52)
77800 · Improvements	54,842.87	264,082	(209,239.13)
Total 77000 · Facilities	243,951.48	511,324	(267,372.52)
Total 70000 · Operating Expenses	1,316,190.40	1,749,361	(433,170.60)
80000 · Grants Awarded			
80100 · Current Year Spring	27,600.00	110,000	(82,400.00)
80200 · Prior Year Fall	75,610.90	104,934	(29,323.10)
Total 80000 · Grants Awarded	103,210.90	214,934	(111,723.10)
90000 · Other Expenses			
90100 · Bond Payments	471,541.68	707,312	(235,770.32)
90300 · Future Project Funding			
90310 · Future Capital Improvements	0.00	60,000	(60,000.00)
90320 · Operating Reserves	0.00	254,492	(254,492.00)
Total 90300 · Future Project Funding	0.00	314,492	(314,492.00)
Total 90000 · Other Expenses	471,541.68	1,021,804	(550,262.32)
Total Expense	2,664,597.17	4,210,855	(1,546,257.83)
Net Income/(Loss)	19,129.63	0	

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change
TOTAL REVENUE	3,366,140.43	2,679,005.70	-0.20
COST OF GOODS SOLD		4,721.10	
TOTAL EXPENSE	3,074,840.57	2,664,597.17	-0.13
NET INCOME/(LOSS)	291,299.86	19,129.63	

**Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017**

	Clinton House			Experience Fayetteville			Town Center			W-S House		
	Year-to-Date			Year-to-Date			Year-to-Date			Year-to-Date		
	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget
Income												
41000 - Hotel, Motel, Restaurant Taxes												
41100 - CY HMR Taxes	0.00			2,192,154.66	3,392,424	(1,200,269.34)	0.00			0.00		
41200 - PY HMR Taxes	0.00			28,199.93	20,477	7,722.93	0.00			0.00		
Total 41000 - Hotel, Motel, Restaurant Taxes	0.00		0.00	2,220,354.59	3,412,901	(1,192,546.41)	0.00			0.00		
42000 - Rental Income												
42100 - Facility Rental	450.00	3,500	(3,050.00)	0.00			290,728.63	501,800	(211,071.37)	0.00		
42200 - Rental Items	0.00			0.00			25,038.40	43,000	(17,961.60)	0.00		
42300 - Alcohol Sales	0.00			0.00			25,925.82	53,700	(27,774.18)	0.00		
42400 - Third Party Rental Revenue	0.00			0.00			26,328.34			0.00		
Total 42000 - Rental Income	450.00	3,500	(3,050.00)	0.00			368,021.19	598,500	(230,478.81)	0.00		
43000 - Event Income												
43100 - 1st Thursday Income	0.00			4,276.24	20,000	(15,723.76)	0.00	0	0.00	0.00		
43200 - LOTO Income	0.00			0.00	5,000	(5,000.00)	0.00	0	0.00	0.00		
43300 - Partnership Income	0.00			3,600.00	6,750	(3,150.00)	0.00	0	0.00	0.00		
43400 - Other Event Income	1,876.00	5,000	(3,124.00)	0.00		0.00	356.75	0	356.75	0.00		
Total 43000 - Event Income	1,876.00	5,000	(3,124.00)	7,876.24	31,750	(23,873.76)	356.75	0	356.75	0.00		
44000 - Sales												
44100 - Museum Store Sales	4,781.76	7,500	(2,718.24)	0.00			0.00			0.00		
44200 - Visitor Store Sales												
44210 - Regular Store Sales	0.00			19,215.40	30,567	(11,351.60)	0.00			0.00		
44220 - Consignment Sales	0.00			2,677.52	4,970	(2,292.48)	0.00			0.00		
Total 44200 - Visitor Store Sales	0.00			21,892.92	35,537	(13,644.08)	0.00			0.00		
Total 44000 - Sales	4,781.76	7,500	(2,718.24)	21,892.92	35,537	(13,644.08)	0.00			0.00		
45000 - Parking Revenue												
45100 - Parking Machine Revenue	0.00			0.00			4,882.05	11,000	(6,117.95)	0.00		
45200 - Parking Lease Revenue	0.00			0.00			11,958.50	19,800	(7,841.50)	0.00		
Total 45000 - Parking Revenue	0.00	0	0.00	0.00			16,840.55	30,800	(13,959.45)	0.00		
46000 - Ad Income												
46100 - Visitor Guide Ad Income	0.00			20,775.00	18,000	2,775.00	0.00			0.00		
46000 - Ad Income - Other	0.00			0.00		0.00	0.00			0.00		
Total 46000 - Ad Income	0.00	0	0.00	20,775.00	18,000	2,775.00	0.00			0.00		
47000 - Museum Revenue												
47100 - Admission Revenue	2,637.60	23,000	(20,362.40)	0.00			0.00			0.00		
47200 - Contributions	4,624.29	30,000	(25,375.71)	0.00			0.00			0.00		
Total 47000 - Museum Revenue	7,261.89	53,000	(45,738.11)	0.00			0.00			0.00		
49000 - Interest and Investment Income												
49001 - Investment Account Interest	0.00			4,633.98	10,000	(5,366.02)	0.00			0.00		
49002 - Checking Account Interest	44.47	200	(155.53)	2,851.77	2,400	451.77	988.59	1,767	(778.41)	0.00		
Total 49000 - Interest and Investment Income	44.47	200	(155.53)	7,485.75	12,400	(4,914.25)	988.59	1,767	(778.41)	0.00		
Total Income	14,414.12	69,200	(54,785.88)	2,278,384.50	3,510,588		386,207.08	631,067		0.00	0	
Cost of Goods Sold	1,289.98			3,431.12								
Gross Profit	15,704.10	69,200	(54,785.88)	2,281,815.62			386,207.08	631,067		0.00		

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	Clinton House			Experience Fayetteville			Town Center			W-S House		
	Year-to-Date			Year-to-Date			Year-to-Date			Year-to-Date		
	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget
Expense												
50000 • Rental and Event Expenses .												
51000 • Rental Expenses												
51100 • Facility Rental Expenses	0.00	500	(500.00)	0.00			0.00			0.00		
51200 • Rental Items	0.00	500	(500.00)	0.00			20,111.19	31,000	(10,888.81)	0.00		
51300 • Alcohol & Bar Supply Expenses	0.00			0.00			16,013.50	25,000	(8,986.50)	0.00		
51400 • Third Party Rental Expenses	0.00			0.00			23,092.23	29,000	(5,907.77)	0.00		
Total 51000 • Rental Expenses	0.00	1,000	(1,000.00)	0.00			59,216.92	85,000	(25,783.08)	0.00		
52000 • Event Expenses												
52100 • 1st Thursday Expenses	0.00			26,586.80	35,000	(8,413.20)	0.00			0.00		
52200 • LOTO Expenses	0.00			0.00	20,000	(20,000.00)	0.00			0.00		
52300 • Partnership Expenses	0.00			3,199.51	12,000	(8,800.49)	0.00			0.00		
52400 • Other Event Expenses	2,003.68	6,000	(3,996.32)	849.23			409.18	800	(390.82)	208.78		
Total 52000 • Event Expenses	2,003.68	6,000	(3,996.32)	30,635.54	67,000	(36,364.46)	409.18	800	(390.82)	208.78		
53000 • Store purchases												
53100 • Museum Store Expenses	5,093.40	5,400	(306.60)	0.00			0.00			0.00		
53200 • EF Store Expenses	0.00			16,977.19	18,741	(1,763.81)	0.00			0.00		
53300 • Consignment Expenses	0.00			1,665.70	3,976	(2,310.30)	0.00			0.00		
Total 53000 • Store purchases	5,093.40	5,400	(306.60)	18,642.89	22,717	(4,074.11)	0.00			0.00		
54000 • Museum Activities												
54100 • Program												
54110 • Group Visits	28.65	250	(221.35)	0.00			0.00			0.00		
54120 • Brick	115.24	350	(234.76)	0.00			0.00			0.00		
54130 • Honoraria	50.00	1,500	(1,450.00)	0.00			0.00			0.00		
54140 • Other	45.53											
Total 54100 • Program	239.42	2,100	(1,860.58)	0.00			0.00			0.00		
54200 • Exhibit Expenses	16,170.53	10,000	6,170.53	0.00			0.00			0.00		
54300 • Fundraising	729.88	2,000	(1,270.12)	0.00			0.00			0.00		
Total 54000 • Museum Activities	17,139.83	14,100	3,039.83	0.00			0.00			0.00		
55000 • In-kind Donations Cost	552.26			371.63	0	371.63	0.00			0.00		
Total 50000 • Rental and Event Expenses	24,789.17	26,500	(1,710.83)	49,650.06	89,717	(40,066.94)	59,626.10	85,800	(26,173.90)	208.78		
60000 • Payroll and Related Expenses												
61000 • Wages Expense	64,879.97	125,040	(60,160.03)	268,187.14	432,942	(164,754.86)	104,989.96	217,864	(112,874.04)	0.00		
62000 • Payroll Tax Expense												
62100 • Federal (941) Payroll Taxes	4,942.40	9,566	(4,623.60)	20,388.85	33,120	(12,731.15)	7,991.06	16,667	(8,675.94)	0.00		
62300 • SUTA	201.89	306	(104.11)	597.70	677	(79.30)	451.07	438	13.07	0.00		
Total 62000 • Payroll Tax Expense	5,144.29	9,872	(4,727.71)	20,986.55	33,797	(12,810.45)	8,442.13	17,105	(8,662.87)	0.00		
63000 • Benefits												
63100 • Health and Other Emp Insurance	9,722.88	16,510	(6,787.12)	37,076.48	60,548	(23,471.52)	17,015.04	33,020	(16,004.96)	0.00		
63200 • Company Ret Contributions	1,390.47	2,940	(1,549.53)	6,470.16	12,464	(5,993.84)	2,668.13	5,937	(3,268.87)	0.00		
63300 • Car Allowance	0.00			2,550.00	3,600	(1,050.00)	0.00			0.00		
63400 • Relocation Expenses	0.00			1,000.00	1,000	0.00	922.22			0.00		
63500 • Training and Development	1,701.47	3,500	(1,798.53)	4,169.52	22,000	(17,830.48)	9,493.51	15,500	(6,006.49)	0.00		
63600 • Employee Relations	43.29	200	(156.71)	184.27	1,000	(815.73)	1,408.23	1,000	408.23	0.00		
Total 63000 • Benefits	12,858.11	23,150	(10,291.89)	51,450.43	100,612	(49,161.57)	31,507.13	55,457	(23,949.87)	0.00		
64000 • Contract Labor	200.00			8,885.47	4,800	4,085.47	61,848.90	2,100	59,748.90	0.00		
Total 60000 • Payroll and Related Expenses	83,082.37	158,062	(74,979.63)	349,509.59	572,151	(222,641.41)	206,788.12	292,526	(85,737.88)	0.00		

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

[illegible]

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	Clinton House			Experience Fayetteville			Town Center			W-S House		
	Year-to-Date			Year-to-Date			Year-to-Date			Year-to-Date		
	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget
71000 • Marketing												
71100 • Advertising Expense												
71110 • Agency Advertising	0.00			487,655.09	518,000	(30,344.91)	0.00	0		0.00		
71120 • Non-Agency Advertising	666.79	1,000	(333.21)	12,404.69	20,000	(7,595.31)	95.00	0	95.00	0.00		
Total 71100 • Advertising Expenses	666.79	1,000	(333.21)	500,059.78	538,000	(37,940.22)	95.00	0	95.00	0.00		
71200 • Agency Fees	0.00			115,000.00	168,000	(53,000.00)	0.00			0.00		
71300 • Promotion												
71310 • Promotion Expenses	117.60		117.60	43,645.14	60,000	(16,354.86)	3,198.57	6,000	(2,801.43)	0.00		
71320 • Signage-Tourism	0.00			3,800.00	20,000	(16,200.00)	0.00			0.00		
71330 • Public Art Program	0.00			83,547.85	0	83,547.85	0.00			0.00		
Total 71300 • Promotion	117.60	0	117.60	130,992.99	80,000	50,992.99	3,198.57	6,000	(2,801.43)	0.00		
71400 • Printing												
71410 • Visitors Guide Expense	0.00			71,248.57	60,000	11,248.57	0.00			0.00		
71420 • Other Brochures	483.31	1,000	(516.69)	8,422.89	10,000	(1,577.11)	0.00	2,500	(2,500.00)	0.00		
Total 71400 • Printing	483.31	1,000	(516.69)	79,671.46	70,000	9,671.46	0.00	2,500	(2,500.00)	0.00		
71500 • Website	125.00			20,212.04	30,000	(9,787.96)	0.00			0.00		
71600 • Mailings	15.99	250	(234.01)	8,500.00	20,000	(11,500.00)	0.00			0.00		
Total 71000 • Marketing	1,408.69	2,250	(841.31)	854,436.27	906,000	(51,563.73)	3,293.57	8,500	(5,206.43)	0.00		
72000 • Sales and Development												
72100 • Promotional Items	0.00			4,157.08	8,500	(4,342.92)	150.00	3,000	(2,850.00)	0.00		
72200 • Meals	0.00			1,409.37	2,000	(590.63)	608.86	1,000	(391.14)	0.00		
72300 • Groups	0.00			2,864.15	15,000	(12,135.85)	0.00		0.00	0.00		
72400 • Sports	0.00			3,500.00	25,000	(21,500.00)	0.00		0.00	0.00		
72500 • Meetings	0.00			3,752.58	3,500	252.58	547.19	1,000	(452.81)	0.00		
72600 • Memberships	650.00	600	50.00	17,549.00	17,345	204.00	694.00	480	214.00	0.00		
72700 • Other Sales and Dev Expenses	160.00			6,216.04	6,000	216.04	0.00		0.00	0.00		
Total 72000 • Sales and Development	810.00	600	210.00	39,448.22	77,345	(37,896.78)	2,000.05	5,480	(3,479.95)	0.00		
73000 • Office and Administrative Expenses												
73100 • Office Expenses												
73110 • Office Supplies	2,527.96	2,000	527.96	7,371.60	7,000	371.60	5,651.90	5,000	651.90	370.98	0	370.98
73120 • Office Equipment Leases	0.00			1,918.01	2,034	(115.99)	1,100.96	1,652	(551.04)	0.00		
73130 • Office Equipment Purchases	0.00			858.55	3,500	(2,641.45)	2,080.69	3,000	(919.31)	0.00		
73140 • Subscriptions	0.00			266.68	336	(69.32)	0.00	100	(100.00)	0.00		
Total 73100 • Office Expenses	2,527.96	2,000	527.96	10,414.84	12,870	(2,455.16)	8,833.55	9,752	(918.45)	370.98	0	370.98
73200 • Fees												
73210 • Bank Service Charges	0.00		0.00	55.00		55.00	20.00	0	20.00	0.00		
73220 • Credit Card Fees	500.82	1,100	(599.18)	1,068.06	2,000	(931.94)	2,892.17	6,000	(3,107.83)	0.00		
Total 73200 • Fees	500.82	1,100	(599.18)	1,123.06	2,000	(876.94)	2,912.17	6,000	(3,087.83)	0.00		
73400 • Business Taxes and Licenses	193.47	100	93.47	1,090.43	200	890.43	7,365.19	3,200	4,165.19	4,836.94		
73500 • Accounting, Audit, & Legal	875.00			15,741.60	21,000	(5,258.40)	0.00			0.00		
73700 • Postage and Shipping	130.84	500	(369.16)	482.53	2,164	(1,681.47)	26.27	800	(773.73)	0.00		
73900 • Collection Expense	0.00			44,403.48	68,258	(23,854.52)	0.00			0.00		
Total 73000 • Office and Administrative Expenses	4,228.09	3,700	528.09	73,255.94	106,492	(33,236.06)	19,137.18	19,752	(614.82)	5,207.92		
74000 • Travel												
74100 • Lodging	1,045.73	1,025	20.73	5,770.00	9,625	(3,855.00)	331.83	1,950	(1,618.17)	0.00		
74200 • Mileage	76.72	625	(548.28)	202.72	3,200	(2,997.28)	0.00	2,400	(2,400.00)	0.00		
74300 • Transportation	1,268.72	350	918.72	5,384.73	9,040	(3,655.27)	537.42	2,450	(1,912.58)	0.00		

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Month/Year-to-Date @ August 31, 2017

	Clinton House			Experience Fayetteville			Town Center			W-S House		
	Year-to-Date			Year-to-Date			Year-to-Date			Year-to-Date		
	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget	Actual	Budget	Over/(Under) Budget
74400 · Meals Out of Town	155.26	460	(304.74)	1,366.74	4,875	(3,508.26)	123.39	2,500	(2,376.61)	0.00		
Total 74000 · Travel	2,546.43	2,460	86.43	12,724.19	26,740	(14,015.81)	992.64	9,300	(8,307.36)	0.00		
75000 · IT Expenses												
75100 · Computer Hardware	656.69	1,200	(543.31)	1,670.38	4,500	(2,829.62)	0.00	5,000	(5,000.00)	0.00		
75200 · Software Purchases and S	230.00			21,429.57	11,000	10,429.57	2,336.70	4,800	(2,463.30)	0.00		
75300 · IT Support and Consulting	44.70	3,360	(3,315.30)	23,751.69	21,240	2,511.69	600.00	0	600.00	0.00		
Total 75000 · IT Expenses	931.39	4,560	(3,628.61)	46,851.64	36,740	10,111.64	2,936.70	9,800	(6,863.30)	0.00		
76000 · Insurance												
76100 · Insurance - Building	0.00	322	(322.00)	0.00	6,649	(6,649.00)	0.00	2,804	(2,804.00)	0.00	4,843	(4,843.00)
76200 · Insurance - W/C	0.00			39.00	1,700	(1,661.00)	0.00		0.00	0.00		
76300 · Insurance - D&O	0.00			1,991.00	2,000	(9.00)	0.00		0.00	0.00		
Total 76000 · Insurance	0.00	322	(322.00)	2,030.00	10,349	(8,319.00)	0.00	2,804	(2,804.00)	0.00	4,843	(4,843.00)
77000 · Facilities												
77100 · Rent	9,600.00	14,400	(4,800.00)	0.00			0.00			622.90	0	
77200 · Internet/Telephone	1,775.00	2,123	(348.00)	8,226.46	12,300	(4,073.54)	8,452.13	11,760	(3,307.87)	0.00		
77300 · Utilities												
77310 · Electric	714.79	1,300	(585.21)	3,548.61	5,500	(1,951.39)	42,369.64	60,000	(17,630.36)	653.19	2,200	(1,546.81)
77320 · Gas	695.08	950	(254.92)	0.00			6,152.56	9,000	(2,847.44)	663.43	1,100	(436.57)
77330 · Water	668.23	1,600	(931.77)	470.88	700	(229.12)	6,222.57	11,000	(4,777.43)	409.78	1,800	(1,390.22)
Total 77300 · Utilities	2,078.10	3,850	(1,771.90)	4,019.49	6,200	(2,180.51)	54,744.77	80,000	(25,255.23)	1,726.40	5,100	(3,373.60)
77400 · Repairs and Maintenance	4,720.09	10,000	(5,279.91)	2,785.68	5,000	(2,214.32)	29,315.81	30,000	(684.19)	5,201.26	0	5,201.26
77500 · Janitorial Supplies	681.93	500	181.93	0.00	4,000	(4,000.00)	13,691.11	16,300	(2,608.89)	0.00	0	0.00
77600 · Maintenance Contracts	11,436.66	5,000	6,436.66	1,553.15			26,355.88	38,184	(11,828.12)	2,121.79	2,525	(403.21)
77800 · Improvements	0.00			12,786.20	3,000	9,786.20	40,897.26	36,082	4,815.26	1,159.41	225,000	(223,840.59)
Total 77000 · Facilities	30,291.78	35,873	(5,581.22)	29,370.98	30,500	(1,129.02)	173,456.96	212,326	(38,869.04)	10,831.76	232,625	(221,793.24)
Total 70000 · Operating Expenses	40,216.38	49,765	(9,548.62)	1,058,117.24	1,194,166	(136,048.76)	201,817.10	267,962	(66,144.90)	16,039.68	237,468	(221,428.32)
80000 · Grants Awarded												
80100 · Current Year Spring	0.00			27,600.00	110,000	(82,400.00)	0.00			0.00		
80200 · Prior Year Fall	0.00			75,610.90	104,934	(29,323.10)	0.00			0.00		
Total 80000 · Grants Awarded	0.00	0	0.00	103,210.90	214,934	(111,723.10)	0.00			0.00		
90000 · Other Expenses												
90100 · Bond Payments	0.00			471,541.68	707,312	(235,770.32)	0.00			0.00		
90300 · Future Project Funding												
90310 · Future Capital Improvemen	0.00			0.00	60,000	(60,000.00)	0.00			0.00		
90320 · Operating Reserves	0.00			0.00	254,492	(254,492.00)	0.00			0.00		
Total 90300 · Future Project Funding	0.00	0	0.00	0.00	314,492	(314,492.00)	0.00			0.00		
Total 90000 · Other Expenses	0.00	0	0.00	471,541.68	1,021,804	(550,262.32)	0.00			0.00		
Total Expense	148,087.92	234,327	(86,239.08)	2,032,029.47	3,092,772	(1,060,742.53)	468,231.32	646,288	(178,056.68)	16,248.46	237,468	(221,428.32)
Net Income/(Loss)	(132,383.82)	(165,127)		249,786.15	(3,092,772)		(82,024.24)	(15,221)		(16,248.46)	(237,468)	

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
TOTAL REVENUE	19,220.34	14,414.12	-0.25	2,940,593.23	2,278,384.50	-0.23	406,326.86	386,207.08	-0.05	0.00	0.00	0.00
COST OF GOODS SOLD		1,289.98			3,431.12			0.00				
TOTAL EXPENSE	52,967.60	148,087.92	1.80	2,585,059.65	2,032,029.47	-0.21	436,813.32	468,231.32	0.07	0.00	16,248.46	100.00
NET INCOME/(LOSS)	(33,747.26)	(132,383.82)		355,533.58	249,786.15		(30,486.46)	(82,024.24)		0.00	(16,248.46)	

Fayetteville A&P Commission

Balance Sheet

As of August 31, 2017

ASSETS

Current Assets

Cash and Investments

10300 1st Security A&P/EF	868,256.81	
10400 1st Security Fayetteville TC	221,565.57	
10500 1st Security Clinton House	1,653.96	
10600 1st Security CVB	69,738.10	
10700 Arvest Payroll Account	54,041.81	
10110 EF/CVB Cash in Register	100.00	
10120 TC Cash on Hand	300.00	
10130 CHM Cash In Register	100.00	
13000 Investments	800,196.41	
13100 Investments: Adjust to Market	<u>(5,477.71)</u>	
Total Investments		<u>794,718.70</u>
Total Cash and Investments		2,010,474.95
Accounts Receivable		
11100 Accounts Receivable - City Parking	2,082.00	
11300 Accounts Receivable	<u>81,887.93</u>	
Total Accounts Receivable		83,969.93
11400 Due From Other Funds		300,554.86
12200 Prepaid Expenses		43,916.89
13100 Accrued Interest		4,512.00
14100 Inventory Asset - EF/CVB		11,188.06
14200 Inventory Asset - CHM		<u>5,784.75</u>
Total Current Assets		2,460,401.44

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	<u>(670,296.00)</u>

Total Other Assets **2,319,728.95**

TOTAL ASSETS **4,780,130.39**

Fayetteville A&P Commission

Balance Sheet

As of August 31, 2017

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	151,490.46
22100 KHT Security Deposit	1,000.00
24102 Colonial Life& Acc Ins. Payable	115.02
25000 Sales Tax Payable	252.21
26200 Unearned Revenue 2017	97,441.47
26300 Unearned Revenue 2018	35,619.50

Total Current Liabilities

285,918.66

Equity

33000 Designated Fund - Arts Program	100,000.00
39005 Fund Balance	4,375,082.10
Net Revenue	19,129.63

Total Equity

4,494,211.73

TOTAL LIABILITIES AND EQUITY

4,780,130.39