

Advertising and Promotion Commission
November 27, 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

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of October 2017 minutes
- III. New Business
 - A. HMR report – Molly Rawn
 - B. Vote: Recommended capital expenditure at the Town Center; presentation of design
 1. The Town Center plaza furniture and planters need updating
 2. Town Center and Experience Fayetteville staff have met with city facilities staff and Parks and Recreation staff to discuss
 3. Executive Director Molly Rawn is recommending an expenditure of \$50,000 in FY17
 - C. Recommendation of committee regarding submissions received from the Agency of Record RFQ
 1. The committee consists of Molly Rawn, Executive Director; Hazel Hernandez, Director of Marketing and Communications; Ashley Cane, Marketing Manager; and Ching Mong, Commissioner
 2. Buckland Consulting, Sells Agency and Vantage Point Communications all responded to the RFQ
 - D. Peace Fountain needed repairs – Wade Abernathy, City of Fayetteville Facilities and Building Projects Manager
 1. The pool section of the Peace Fountain has been out of use since May due to leaking
 2. The Globe portion of the Peace Fountain has also deteriorated and is also in need of repair
 3. Town Center and CVB staff have coordinated closely with the city's facilities

department to determine a pathway forward

4. Executive Director Molly Rawn is recommending an allocation in 2018 budget for Peace Fountain repair

IV. 2018 Budget Discussion

A. Recommendation for commission to clearly define capital and operating reserve thresholds

1. There is not currently a capital improvement plan in place nor are there adequate policies regarding reserve funds
2. Over the course of the next three months, the Executive Director will be presenting the commission with recommendations for both operating and capital reserves

B. Presentation of preliminary 2018 budget – Molly Rawn

V. Agenda Additions

Additions to the agenda may be added upon request from a majority of commissioners

Fayetteville Advertising and Promotion Commission

Minutes from October Meeting

October 16, 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, Jordan Garcia, Angie Albright

I. Call to Order

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on October 16, 2017, at 2:00 p.m.

II. Old Business

- A. Chairman Petty asked for approval of the September 2017 minutes. Commissioner Ching Mong moved to approve the minutes. His motion was seconded by Commissioner Todd Martin. The motion was approved.

- B. Agency of Record RFQ Committee: The RFQ for Experience Fayetteville's Advertising Agency of Record was issued. A press release was distributed and the RFQ was posted on the Experience Fayetteville website and in the paper. The submission deadline is 10/23/17. A committee comprised of Executive Director Molly Rawn; Hazel Hernandez, Director of Marketing and Communications; Ashley Cane; Marketing Manager; and Commissioner Mong.

III. New Business

A. HMR Report

Executive Director Rawn presented the HMR collection numbers:

\$36,378 lodging

\$244,101 restaurant

\$10,972 in past dues

Total October collections of \$291,451

Rawn noted there are 49 past due or delinquent accounts; this number is much larger than in previous months.

B. Marketing Overview

Charlie Gocio of Sells Agency presented the marketing report, highlighting the following:

- A 325% increase in website landing page views during Jan-Sept vs the previous year
- A 20% decrease in visitor's guide requests (not including online)
- An 8% increase in online visitor's guide requests
- A Mountain biking focused billboard in Jane, MO

C. Grant Recommendations from Experience Fayetteville

1. Grant funding was requested from 17 organizations for a total request amount of \$172,110

Organization	Event	Requested Amount	Committee Recommended	Commission Approved
Arts Live Theatre	Arts Live Theatre Gala	5,800	0	0
Botanical Garden of the Ozarks	Arkansas Flower and Garden Show	14,519	5,000	5,000
Chase Foundation	Chase the Blues Away	5,000	0	0
Community Creative Center	Ten Year Celebration featuring the Wheel Mobile	15,000	4,500	4,500
Fayetteville Public Schools	Weekend of Champions	14,961	10,000	10,000
Fenix Fayetteville	Spring Art Festival	15,000	0	0
Hogeye Events, Inc.	Razor Run	7,500	3,000	3,000
Little Craft Show	Little Craft Show	10,000	2,500	2,500
Michael Hoerman	Crossover	5,000	1,000 in kind through targeted ad	1,000 in kind through targeted ad
NWA Center for Equality	Pride	10,000	7,000	7,000
NWA Juggling Association	NWA Juggling Festival	1,400	0	0
Open Mouth Reading Series	2018 Poetry Series and Festival	12,000	1,000 in kind through targeted ad	1,000 in kind through targeted ad
Ozark Off-Road Cyclists	Playing in the Dirt	5,000	5,000	5,000
Power Yoga Retreats	Fayetteville Yoga Fest	15,000	5,000	5,000
SONA	Season Marketing Support	12,000	4,500	4,500
Spark Foundation	Nutty Runner 5K	8,930	3,000	3,000
Walton Arts Center	Artosphere	15,000	5,000	15,000
TOTAL		172,110	54,500	64,500

- a. Before discussion of the grants, ED Rawn requested a vote to fund The Little Craft Show and the Playing in the Dirt Gala out of FY17 funds. She stated that there were grant funds remaining and both of these events are fall/winter 2017 events and thus should come from 2017 funds. Chairman Petty stated he didn't see a need for a separate vote on these two events. Rawn countered that seeing as the grants being voted on today

were 2018 funds, she didn't feel comfortable awarding to these two out of 2017 funds without a specific vote.

- b. Commissioner Martin made a motion to award \$2,500 to The Little Craft Show and \$5,000 to the Ozark Off-Road Cyclists for the Playing in the Dirt Gala out of the 2017 budget. Commissioner _____ seconded. The motion passed unanimously.
2. Discussion began regarding the Experience Fayetteville staff recommendations. Chairman Petty reminded the commission that in the past 2 grant cycles the commission had only changed staff recommendation by less than 5%. He expressed his desire to see an up or down vote on the whole slate of grantees. He encouraged commissioners to bring up any particular concerns they saw and identify ones that they wanted to discuss individually.
3. Commissioner Rhoades inquired as to why Chase the Blues Away and The Arts Live Theatre Gala did not receive a funding recommendation
 - a. ED Rawn responded that while these were worthwhile events for worthy causes, they were charitable in nature and not tourism drivers
4. Commissioner Martin inquired as to why Walton Arts Center was not recommended for full funding. He mentioned how crucial he felt the arts was to tourism and what an important asset for Fayetteville the WAC is.
 - a. Rawn reminded the commission that they had expressed a strong desire that A&P grant funding not be ongoing funding for established events and that her recommendations were a reflection of their directives to her
 - b. Rawn noted that the marketing budget for Artosphere was over \$60,000 and that it was an excellent event. She noted it was the exact type event that the A&P wants to encourage
 - c. She noted that there was not a need and that while an additional \$10K was significant to the A&P grant budget that Artosphere would not be at risk if they were not to receive it.
 - d. She also noted that Artosphere was a regional event and that \$5,000 was in line with what other A&P's had committed
 - e. Commissioner Rhoades expressed concerned that the commission might not be viewed well if WAC was not funded. He concurred with Commissioner Martin on his importance and felt it was important to fund it
5. Commissioner Rhoades made the motion to award the Walton Arts Center \$15,000 for Artosphere.
 - a. Commissioner Gray seconded.
 - b. The motion passed unanimously
6. Commissioner Petty motioned to approve the remaining staff recommendations for grant funding without change. Commissioner Behrend seconded. The motion passed unanimously.
7. Commissioner Petty called for any further comments; there were none.
8. Commissioner Petty adjourned the meeting at 3:06 p.m.

Respectfully submitted,
Sally Fisher, Finance Director
Experience Fayetteville

PEACE FOUNTAIN REPAIR

OCTOBER FINANCIALS

September Activity

\$44,485 + **\$256,539**
 Hotel/Motel Restaurant

\$11,703

Prior Dues Collected

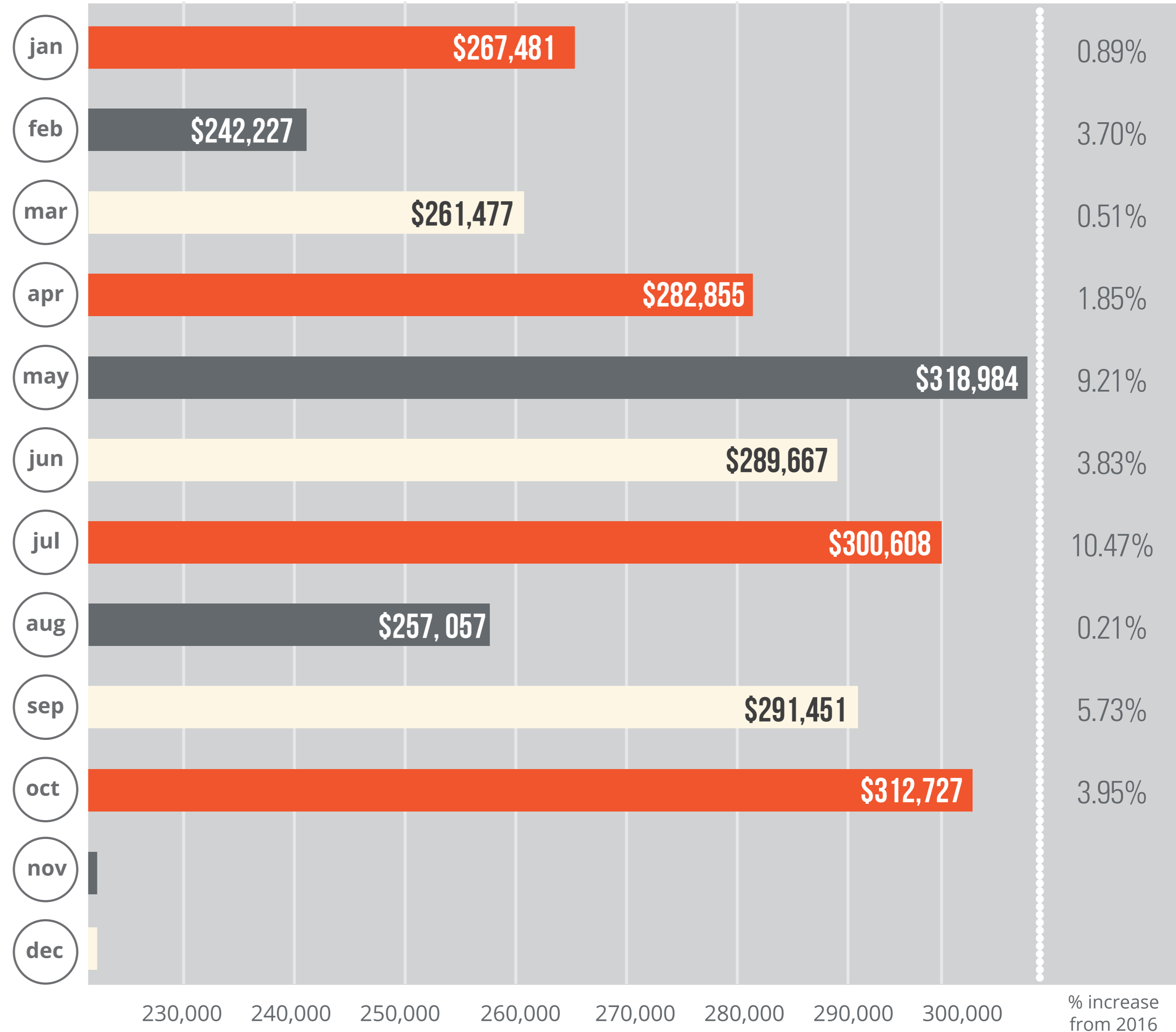
\$312,727

Total HMR Collected

Previous YTD (Jan-Oct) HMR Tax Collection Totals

2013	2014	2015	2016	2017
\$2,192,285	\$2,268,495	\$2,509,831	\$2,712,783	\$2,824,533
2.77%	3.48%	10.64%	8.09%	4.12%
% increase over previous year				

Monthly A&P Tax Collections 2017**



Overdue HMR tax collection data not available at time of agenda publication.
 ** This represents one half of the total HMR collections. The other half supports the Parks and Recreation department.

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Income				
41000 · Hotel, Motel, Restaurant Taxes				
41100 · CY HMR Taxes	0.00			
41200 · PY HMR Taxes	0.00			
Total 41000 · Hotel, Motel, Restaurant Taxes	0.00		0.00	
42000 · Rental Income				
42100 · Facility Rental	1,050.00	3,500	(2,450.00)	70.00%
42200 · Rental Items	0.00			
42300 · Alcohol Sales	0.00			
42400 · Third Party Rental Revenue	0.00			
Total 42000 · Rental Income	1,050.00	3,500	(2,450.00)	
43000 · Event Income				
43100 · 1st Thursday Income	0.00			
43200 · LOTO Income	0.00			
43300 · Partnership Income	0.00			
43400 · Other Event Income	1,876.00	5,000	(3,124.00)	62.48%
Total 43000 · Event Income	1,876.00	5,000	(3,124.00)	
44000 · Sales				
44100 · Museum Store Sales	6,515.74	7,500	(984.26)	13.12%
44200 · Visitor Store Sales				
44210 · Regular Store Sales	0.00			
44220 · Consignment Sales	0.00			
Total 44200 · Visitor Store Sales	0.00			
Total 44000 · Sales	6,515.74	7,500	(984.26)	
45000 · Parking Revenue				
45100 · Parking Machine Revenue	0.00			
45200 · Parking Lease Revenue	0.00			
Total 45000 · Parking Revenue	0.00	0	0.00	
46000 · Ad Income				
46100 · Visitor Guide Ad Income	0.00			
46000 · Ad Income - Other	0.00			
Total 46000 · Ad Income	0.00	0	0.00	
47000 · Museum Revenue				
47100 · Admission Revenue	2,760.39	23,000	(20,239.61)	88.00%
47200 · Contributions	5,724.77	30,000	(24,275.23)	80.92%
Total 47000 · Museum Revenue	8,485.16	53,000	(44,514.84)	
49000 · Interest and Investment Income				
49001 · Investment Account Interest	0.00			
49002 · Checking Account Interest	50.94	200	(149.06)	74.53%
Total 49000 · Interest and Investment Income	50.94	200	(149.06)	
Total Income	17,977.84	69,200	(51,222.16)	74.02%
Cost of Goods Sold	2,360.21			
Gross Profit	20,338.05	69,200	(51,222.16)	

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

Expense	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
50000 · Rental and Event Expenses .				
51000 · Rental Expenses				
51100 · Facility Rental Expenses	0.00	500	(500.00)	100.00%
51200 · Rental Items	0.00	500	(500.00)	100.00%
51300 · Alcohol & Bar Supply Expenses	0.00			
51400 · Third Party Rental Expenses	0.00			
Total 51000 · Rental Expenses	0.00	1,000	(1,000.00)	
52000 · Event Expenses				
52100 · 1st Thursday Expenses	0.00			
52200 · LOTO Expenses	0.00			
52300 · Partnership Expenses	0.00			
52400 · Other Event Expenses	3,622.50	6,000	(2,377.50)	39.63%
Total 52000 · Event Expenses	3,622.50	6,000	(2,377.50)	
53000 · Store purchases				
53100 · Museum Store Expenses	7,935.99	5,400	2,535.99	-46.96%
53200 · EF Store Expenses	0.00			
53300 · Consignment Expenses	0.00			
Total 53000 · Store purchases	7,935.99	5,400	2,535.99	
54000 · Museum Activities				
54100 · Program				
54110 · Group Visits	28.65	250	(221.35)	88.54%
54120 · Brick	115.24	350	(234.76)	67.07%
54130 · Honoraria	100.00	1,500	(1,400.00)	93.33%
Total 54100 · Program	289.42	2,100	(1,810.58)	
54200 · Exhibit Expenses	16,379.56	10,000	6,379.56	-63.80%
54300 · Fundraising	774.88	2,000	(1,225.12)	61.26%
Total 54000 · Museum Activities	17,443.86	14,100	3,343.86	
55000 · In-kind Donations Cost	552.26	0	552.26	-100.00%
Total 50000 · Rental and Event Expenses .	29,554.61	26,500	3,054.61	
60000 · Payroll and Related Expenses				
61000 · Wages Expense	79,811.32	125,040	(45,228.68)	36.17%
62000 · Payroll Tax Expense				
62100 · Federal (941) Payroll Taxes	5,789.90	9,566	(3,776.10)	39.47%
62300 · SUTA	215.77	306	(90.23)	29.49%
Total 62000 · Payroll Tax Expense	6,005.67	9,872	(3,866.33)	
63000 · Benefits				
63100 · Health and Other Emp Insurance	12,983.81	16,510	(3,526.19)	21.36%
63200 · Company Ret Contributions	1,729.71	2,940	(1,210.29)	41.17%
63300 · Car Allowance	0.00			
63400 · Relocation Expenses	0.00			
63500 · Training and Development	2,003.96	3,500	(1,496.04)	42.74%
63600 · Employee Relations	93.50	200	(106.50)	53.25%
Total 63000 · Benefits	16,810.98	23,150	(6,339.02)	
64000 · Contract Labor	200.00	0	200.00	(100.00)
Total 60000 · Payroll and Related Expenses	102,827.97	158,062	(55,234.03)	

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
70000 · Operating Expenses				
71000 · Marketing				
71100 · Advertising Expense				
71110 · Agency Advertising	0.00			
71120 · Non-Agency Advertising	1,106.29	1,000	106.29	-10.63%
Total 71100 · Advertising Expense	1,106.29	1,000	106.29	
71200 · Agency Fees	0.00			
71300 · Promotion				
71310 · Promotion Expenses	117.60	0	117.60	-100.00%
71320 · Signage-Tourism	0.00			
71330 · Public Art Program	0.00			
Total 71300 · Promotion	117.60	0	117.60	
71400 · Printing				
71410 · Visitors Guide Expense	0.00			
71420 · Other Brochures	541.46	1,000	(458.54)	45.85%
Total 71400 · Printing	541.46	1,000	(458.54)	
71500 · Website	125.00	0	125.00	(100.00)
71600 · Mailings	15.99	250	(234.01)	93.60%
Total 71000 · Marketing	1,906.34	2,250	(343.66)	
72000 · Sales and Development				
72100 · Promotional Items	0.00			
72200 · Meals	0.00			
72300 · Groups	0.00			
72400 · Sports	0.00			
72500 · Meetings	0.00			
72600 · Memberships	900.00	600	300.00	-50.00%
72700 · Other Sales and Dev Expenses	160.00			
Total 72000 · Sales and Development	1,060.00	600	460.00	
73000 · Office and Administrative Exp				
73100 · Office Expenses				
73110 · Office Supplies	2,697.61	2,000	697.61	-34.88%
73120 · Office Equipment Leases	0.00			
73130 · Office Equipment Purchases	469.13	0	469.13	(100.00)
73140 · Subscriptions	0.99	0	0.99	(100.00)
Total 73100 · Office Expenses	3,167.73	2,000	1,167.73	
73200 · Fees				
73210 · Bank Service Charges	0.00		0.00	
73220 · Credit Card Fees	587.21	1,100	(512.79)	46.62%
Total 73200 · Fees	587.21	1,100	(512.79)	
73400 · Business Taxes and Licenses	193.47	100	93.47	-93.47%
73500 · Accounting, Audit, & Legal Fees	875.00	0	875.00	(100.00)
73700 · Postage and Shipping	215.53	500	(284.47)	56.89%
73900 · Collection Expense	0.00			
Total 73000 · Office and Administrative Exp	5,038.94	3,700	1,338.94	
74000 · Travel				
74100 · Lodging	1,475.33	1,025	450.33	-43.93%
74200 · Mileage	189.28	625	(435.72)	69.72%
74300 · Transportation	1,588.39	350	1,238.39	-353.83%
74400 · Meals Out of Town	262.70	460	(197.30)	42.89%
Total 74000 · Travel	3,515.70	2,460	1,055.70	
75000 · IT Expenses				
75100 · Computer Hardware	656.69	1,200	(543.31)	45.28%
75200 · Software Purchases and Subs	288.00	0	288.00	-100.00%
75300 · IT Support and Consulting	44.70	3,360	(3,315.30)	98.67%
Total 75000 · IT Expenses	989.39	4,560	(3,570.61)	
76000 · Insurance				
76100 · Insurance - Building & Contents	306.00	322	(16.00)	4.97%
76200 · Insurance - W/C	0.00			
76300 · Insurance - D&O	0.00			
Total 76000 · Insurance	306.00	322	(16.00)	
77000 · Facilities				
77100 · Rent	12,000.00	14,400	(2,400.00)	16.67%
77200 · Internet/Telephone	2,174.70	2,123	51.70	-2.44%
77300 · Utilities				
77310 · Electric	942.03	1,300	(357.97)	27.54%
77320 · Gas	973.60	950	23.60	-2.48%
77330 · Water	1,030.89	1,600	(569.11)	35.57%
Total 77300 · Utilities	2,946.52	3,850	(903.48)	
77400 · Repairs and Maintenance	5,295.09	10,000	(4,704.91)	47.05%
77500 · Janitorial Supplies	842.73	500	342.73	-68.55%
77600 · Maintenance Contracts	15,427.72	5,000	10,427.72	-208.55%
77800 · Improvements	0.00			
Total 77000 · Facilities	38,686.76	35,873	2,813.76	
Total 70000 · Operating Expenses	51,503.13	49,765	1,738.13	
80000 · Grants Awarded				
80100 · Current Year Spring	0.00			
80200 · Prior Year Fall	0.00			
Total 80000 · Grants Awarded	0.00	0	0.00	
90000 · Other Expenses				

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
90100 · Bond Payments	0.00			
90300 · Future Project Funding				
90310 · Future Capital Improvements	0.00			
90320 · Operating Reserves	0.00			
Total 90300 · Future Project Funding	0.00	0	0.00	
Total 90000 · Other Expenses	0.00	0	0.00	
Total Expense	183,885.71	234,327	(50,441.29)	21.53%
Net Income/(Loss)	(163,547.66)	(165,127)		

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change
TOTAL REVENUE	27,167.30	17,977.84	-0.34
COST OF GOODS SOLD		2,360.21	
TOTAL EXPENSE	75,187.13	183,885.71	1.45
NET INCOME/(LOSS)	(48,019.83)	(163,547.66)	

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	Experience Fayetteville			
	Year-to-Date			
	Actual	2017 Budget	Over/(Under) Budget	Remaining % of Budget
Income				
41000 · Hotel, Motel, Restaurant Taxes				
41100 · CY HMR Taxes	2,795,602.54	3,392,424	(596,821.46)	17.59%
41200 · PY HMR Taxes	28,930.31	20,477	8,453.31	-41.28%
Total 41000 · Hotel, Motel, Restaurant Taxes	2,824,532.85	3,412,901	(588,368.15)	
42000 · Rental Income				
42100 · Facility Rental	0.00			
42200 · Rental Items	0.00			
42300 · Alcohol Sales	0.00			
42400 · Third Party Rental Revenue	0.00			
Total 42000 · Rental Income	0.00			
43000 · Event Income				
43100 · 1st Thursday Income	8,074.82	20,000	(11,925.18)	59.63%
43200 · LOTO Income	1,550.00	5,000	(3,450.00)	69.00%
43300 · Partnership Income	5,695.00	6,750	(1,055.00)	15.63%
43400 · Other Event Income	0.00		0.00	
Total 43000 · Event Income	15,319.82	31,750	(16,430.18)	
44000 · Sales				
44100 · Museum Store Sales	0.00			
44200 · Visitor Store Sales				
44210 · Regular Store Sales	24,647.42	30,567	(5,919.58)	19.37%
44220 · Consignment Sales	3,188.38	4,970	(1,781.62)	35.85%
Total 44200 · Visitor Store Sales	27,835.80	35,537	(7,701.20)	21.67%
Total 44000 · Sales	27,835.80	35,537	(7,701.20)	
45000 · Parking Revenue				
45100 · Parking Machine Revenue	0.00			
45200 · Parking Lease Revenue	0.00			
Total 45000 · Parking Revenue	0.00			
46000 · Ad Income				
46100 · Visitor Guide Ad Income	21,725.00	18,000	3,725.00	-20.69%
46000 · Ad Income - Other	0.00		0.00	
Total 46000 · Ad Income	21,725.00	18,000	3,725.00	
47000 · Museum Revenue				
47100 · Admission Revenue	0.00			
47200 · Contributions	0.00			
Total 47000 · Museum Revenue	0.00			
49000 · Interest and Investment Income				
49001 · Investment Account Interest	6,047.54	10,000	(3,952.46)	39.52%
49002 · Checking Account Interest	3,626.93	2,400	1,226.93	-51.12%
Total 49000 · Interest and Investment Income	9,674.47	12,400	(2,725.53)	
Total Income	2,899,087.94	3,510,588		17.42%
Cost of Goods Sold	5,153.09			
Gross Profit	2,904,241.03			

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Month/Year-to-Date @ October 31, 2017**

Expense	Experience Fayetteville			
	Year-to-Date			
	Actual	2017 Budget	Over/(Under) Budget	Remaining % of Budget
50000 · Rental and Event Expenses .				
51000 · Rental Expenses				
51100 · Facility Rental Expenses	0.00			
51200 · Rental Items	0.00			
51300 · Alcohol & Bar Supply Expenses	0.00			
51400 · Third Party Rental Expenses	0.00			
Total 51000 · Rental Expenses	0.00			
52000 · Event Expenses				
52100 · 1st Thursday Expenses	39,648.02	35,000	4,648.02	-13.28%
52200 · LOTO Expenses	15,000.00	20,000	(5,000.00)	25.00%
52300 · Partnership Expenses	4,254.48	12,000	(7,745.52)	64.55%
52400 · Other Event Expenses	1,165.95	0	1,165.95	(100.00)
Total 52000 · Event Expenses	60,068.45	67,000	(6,931.55)	
53000 · Store purchases				
53100 · Museum Store Expenses	0.00			
53200 · EF Store Expenses	22,218.97	18,741	3,477.97	-18.56%
53300 · Consignment Expenses	1,665.70	3,976	(2,310.30)	58.11%
Total 53000 · Store purchases	23,884.67	22,717	1,167.67	
54000 · Museum Activities				
54100 · Program				
54110 · Group Visits	0.00			
54120 · Brick	0.00			
54130 · Honoraria	0.00			
Total 54100 · Program	0.00			
54200 · Exhibit Expenses	0.00			
54300 · Fundraising	0.00			
Total 54000 · Museum Activities	0.00			
55000 · In-kind Donations Cost	602.72	0	602.72	-100.00%
Total 50000 · Rental and Event Expenses .	84,555.84	89,717	(5,161.16)	
60000 · Payroll and Related Expenses				
61000 · Wages Expense	332,392.75	432,942	(100,549.25)	23.22%
62000 · Payroll Tax Expense				
62100 · Federal (941) Payroll Taxes	25,197.03	33,120	(7,922.97)	23.92%
62300 · SUTA	603.00	677	(74.00)	10.93%
Total 62000 · Payroll Tax Expense	25,800.03	33,797	(7,996.97)	
63000 · Benefits				
63100 · Health and Other Emp Insurance	46,666.18	60,548	(13,881.82)	22.93%
63200 · Company Ret Contributions	8,135.73	12,464	(4,328.27)	34.73%
63300 · Car Allowance	3,000.00	3,600	(600.00)	16.67%
63400 · Relocation Expenses	1,000.00	1,000	0.00	0.00%
63500 · Training and Development	4,209.19	22,000	(17,790.81)	80.87%
63600 · Employee Relations	1,703.45	1,000	703.45	-70.35%
Total 63000 · Benefits	64,714.55	100,612	(35,897.45)	
64000 · Contract Labor	11,046.97	4,800	6,246.97	-130.15%
Total 60000 · Payroll and Related Expenses	433,954.30	572,151	(138,196.70)	

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	2017 Budget	Over/(Under) Budget	Remaining % of Budget
70000 · Operating Expenses				
71000 · Marketing				
71100 · Advertising Expense				
71110 · Agency Advertising	525,387.46	518,000	7,387.46	-1.43%
71120 · Non-Agency Advertising	13,269.89	20,000	(6,730.11)	33.65%
Total 71100 · Advertising Expense	538,657.35	538,000	657.35	
71200 · Agency Fees	146,000.00	168,000	(22,000.00)	
71300 · Promotion				
71310 · Promotion Expenses	43,185.19	60,000	(16,814.81)	28.02%
71320 · Signage-Tourism	9,748.46	20,000	(10,251.54)	51.26%
71330 · Public Art Program	108,905.97	0	108,905.97	-100.00%
Total 71300 · Promotion	161,839.62	80,000	81,839.62	
71400 · Printing				
71410 · Visitors Guide Expense	71,248.57	60,000	11,248.57	-18.75%
71420 · Other Brochures	22,165.99	10,000	12,165.99	-121.66%
Total 71400 · Printing	93,414.56	70,000	23,414.56	
71500 · Website	21,212.04	30,000	(8,787.96)	29.29%
71600 · Mailings	10,500.00	20,000	(9,500.00)	47.50%
Total 71000 · Marketing	971,623.57	906,000	65,623.57	
72000 · Sales and Development				
72100 · Promotional Items	4,505.29	8,500	(3,994.71)	47.00%
72200 · Meals	1,835.55	2,000	(164.45)	8.22%
72300 · Groups	4,077.42	15,000	(10,922.58)	72.82%
72400 · Sports	10,278.76	25,000	(14,721.24)	58.88%
72500 · Meetings	6,070.79	3,500	2,570.79	-73.45%
72600 · Memberships	23,054.00	17,345	5,709.00	-32.91%
72700 · Other Sales and Dev Expenses	6,062.02	6,000	62.02	-1.03%
Total 72000 · Sales and Development	55,883.83	77,345	(21,461.17)	
73000 · Office and Administrative Exp				
73100 · Office Expenses				
73110 · Office Supplies	6,489.48	7,000	(510.52)	7.29%
73120 · Office Equipment Leases	3,868.55	2,034	1,834.55	-90.19%
73130 · Office Equipment Purchases	858.55	3,500	(2,641.45)	75.47%
73140 · Subscriptions	342.66	336	6.66	-1.98%
Total 73100 · Office Expenses	11,559.24	12,870	(1,310.76)	
73200 · Fees				
73210 · Bank Service Charges	55.00	0	55.00	(100.00)
73220 · Credit Card Fees	1,387.22	2,000	(612.78)	30.64%
Total 73200 · Fees	1,442.22	2,000	(557.78)	
73400 · Business Taxes and Licenses	1,090.43	200	890.43	-445.22%
73500 · Accounting, Audit, & Legal Fees	16,223.20	21,000	(4,776.80)	22.75%
73700 · Postage and Shipping	647.72	2,164	(1,516.28)	70.07%
73900 · Collection Expense	56,487.03	68,258	(11,770.97)	17.24%
Total 73000 · Office and Administrative Exp	87,449.84	106,492	(19,042.16)	
74000 · Travel				
74100 · Lodging	7,736.43	9,625	(1,888.57)	19.62%
74200 · Mileage	478.42	3,200	(2,721.58)	85.05%
74300 · Transportation	6,473.03	9,040	(2,566.97)	28.40%
74400 · Meals Out of Town	1,611.96	4,875	(3,263.04)	66.93%
Total 74000 · Travel	16,299.84	26,740	(10,440.16)	
75000 · IT Expenses				
75100 · Computer Hardware	1,728.38	4,500	(2,771.62)	61.59%
75200 · Software Purchases and Subs	23,427.91	11,000	12,427.91	-112.98%
75300 · IT Support and Consulting	28,833.37	21,240	7,593.37	-35.75%
Total 75000 · IT Expenses	53,989.66	36,740	17,249.66	
76000 · Insurance				
76100 · Insurance - Building & Contents	6,687.00	6,649	38.00	-0.57%
76200 · Insurance - W/C	1,502.00	1,700	(198.00)	11.65%
76300 · Insurance - D&O	1,991.00	2,000	(9.00)	0.45%
Total 76000 · Insurance	10,180.00	10,349	(169.00)	
77000 · Facilities				
77100 · Rent	0.00			
77200 · Internet/Telephone	10,284.81	12,300	(2,015.19)	16.38%
77300 · Utilities				
77310 · Electric	4,420.59	5,500	(1,079.41)	19.63%
77320 · Gas	0.00			
77330 · Water	587.86	700	(112.14)	16.02%
Total 77300 · Utilities	5,008.45	6,200	(1,191.55)	
77400 · Repairs and Maintenance	3,326.39	5,000	(1,673.61)	33.47%
77500 · Janitorial Supplies	38.37	4,000	(3,961.63)	99.04%
77600 · Maintenance Contracts	1,553.15	0	1,553.15	-100.00%
77800 · Improvements	13,094.84	3,000	10,094.84	-336.49%
Total 77000 · Facilities	33,306.01	30,500	2,806.01	
Total 70000 · Operating Expenses	1,228,732.75	1,194,166	34,566.75	
80000 · Grants Awarded				
80100 · Current Year Spring	46,100.00	110,000	(63,900.00)	58.09%
80200 · Prior Year Fall	77,110.90	104,934	(27,823.10)	26.51%
Total 80000 · Grants Awarded	123,210.90	214,934	(91,723.10)	
90000 · Other Expenses				

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

Experience Fayetteville				
Year-to-Date				
	Actual	2017 Budget	Over/(Under) Budget	Remaining % of Budget
90100 - Bond Payments	589,427.10	707,312	(117,884.90)	
90300 - Future Project Funding				
90310 - Future Capital Improvements	28,611.02	60,000	(31,388.98)	52.31%
90320 - Operating Reserves	121,973.30	254,492	(132,518.70)	52.07%
Total 90300 - Future Project Funding	150,584.32	314,492	(163,907.68)	
Total 90000 - Other Expenses	740,011.42	1,021,804	(281,792.58)	
Total Expense	2,610,465.21	3,092,772	(482,306.79)	15.59%
Net Income/(Loss)	293,775.82	(3,092,772)		

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change
TOTAL REVENUE	3,528,032.70	2,899,087.94	-0.18
COST OF GOODS SOLD		5,153.09	
TOTAL EXPENSE	3,106,590.72	2,610,465.21	-0.16
NET INCOME/(LOSS)	421,441.98	293,775.82	

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Income				
41000 · Hotel, Motel, Restaurant Taxes				
41100 · CY HMR Taxes	0.00			
41200 · PY HMR Taxes	0.00			
Total 41000 · Hotel, Motel, Restaurant Taxes	0.00			
42000 · Rental Income				
42100 · Facility Rental	367,323.63	501,800	(134,476.37)	26.80%
42200 · Rental Items	39,295.94	43,000	(3,704.06)	8.61%
42300 · Alcohol Sales	38,934.21	53,700	(14,765.79)	27.50%
42400 · Third Party Rental Revenue	31,376.04	0	31,376.04	-100.00%
Total 42000 · Rental Income	476,929.82	598,500	(121,570.18)	
43000 · Event Income				
43100 · 1st Thursday Income	0.00	0	0.00	
43200 · LOTO Income	0.00	0	0.00	
43300 · Partnership Income	0.00	0	0.00	
43400 · Other Event Income	411.85	0	411.85	-100.00%
Total 43000 · Event Income	411.85	0	411.85	
44000 · Sales				
44100 · Museum Store Sales	0.00			
44200 · Visitor Store Sales				
44210 · Regular Store Sales	0.00			
44220 · Consignment Sales	0.00			
Total 44200 · Visitor Store Sales	0.00			
Total 44000 · Sales	0.00			
45000 · Parking Revenue				
45100 · Parking Machine Revenue	6,214.05	11,000	(4,785.95)	43.51%
45200 · Parking Lease Revenue	14,238.64	19,800	(5,561.36)	28.09%
Total 45000 · Parking Revenue	20,452.69	30,800	(10,347.31)	
46000 · Ad Income				
46100 · Visitor Guide Ad Income	0.00			
46000 · Ad Income - Other	0.00			
Total 46000 · Ad Income	0.00			
47000 · Museum Revenue				
47100 · Admission Revenue	0.00			
47200 · Contributions	0.00			
Total 47000 · Museum Revenue	0.00			
49000 · Interest and Investment Income				
49001 · Investment Account Interest	0.00			
49002 · Checking Account Interest	1,186.56	1,767	(580.44)	32.85%
Total 49000 · Interest and Investment Income	1,186.56	1,767	(580.44)	
Total Income	498,980.92	631,067		20.93%
Cost of Goods Sold				
Gross Profit	498,980.92	631,067		

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

Expense	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
50000 · Rental and Event Expenses .				
51000 · Rental Expenses				
51100 · Facility Rental Expenses	500.00	0	500.00	(100.00)
51200 · Rental Items	27,431.84	31,000	(3,568.16)	11.51%
51300 · Alcohol & Bar Supply Expenses	26,426.43	25,000	1,426.43	-5.71%
51400 · Third Party Rental Expenses	29,006.71	29,000	6.71	-0.02%
Total 51000 · Rental Expenses	83,364.98	85,000	(1,635.02)	
52000 · Event Expenses				
52100 · 1st Thursday Expenses	0.00			
52200 · LOTO Expenses	0.00			
52300 · Partnership Expenses	0.00			
52400 · Other Event Expenses	441.13	800	(358.87)	44.86%
Total 52000 · Event Expenses	441.13	800	(358.87)	
53000 · Store purchases				
53100 · Museum Store Expenses	0.00			
53200 · EF Store Expenses	0.00			
53300 · Consignment Expenses	0.00			
Total 53000 · Store purchases	0.00			
54000 · Museum Activities				
54100 · Program				
54110 · Group Visits	0.00			
54120 · Brick	0.00			
54130 · Honoraria	0.00			
Total 54100 · Program	0.00			
54200 · Exhibit Expenses	0.00			
54300 · Fundraising	0.00			
Total 54000 · Museum Activities	0.00			
55000 · In-kind Donations Cost	0.00			
Total 50000 · Rental and Event Expenses .	83,806.11	85,800	(1,993.89)	
60000 · Payroll and Related Expenses				
61000 · Wages Expense	137,091.13	217,864	(80,772.87)	37.07%
62000 · Payroll Tax Expense				
62100 · Federal (941) Payroll Taxes	10,680.78	16,667	(5,986.22)	35.92%
62300 · SUTA	551.79	438	113.79	-25.98%
Total 62000 · Payroll Tax Expense	11,232.57	17,105	(5,872.43)	
63000 · Benefits				
63100 · Health and Other Emp Insurance	20,852.85	33,020	(12,167.15)	36.85%
63200 · Company Ret Contributions	2,837.82	5,937	(3,099.18)	52.20%
63300 · Car Allowance	0.00			
63400 · Relocation Expenses	922.22	0	922.22	-100.00%
63500 · Training and Development	9,493.51	15,500	(6,006.49)	38.75%
63600 · Employee Relations	1,678.94	1,000	678.94	-67.89%
Total 63000 · Benefits	35,785.34	55,457	(19,671.66)	
64000 · Contract Labor	81,080.90	2,100	78,980.90	-3761.00%
Total 60000 · Payroll and Related Expenses	265,189.94	292,526	(27,336.06)	

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
70000 · Operating Expenses				
71000 · Marketing				
71100 · Advertising Expense				
71110 · Agency Advertising	0.00	0		
71120 · Non-Agency Advertising	345.00	0	345.00	-100.00%
Total 71100 · Advertising Expense	345.00	0	345.00	
71200 · Agency Fees	0.00			
71300 · Promotion				
71310 · Promotion Expenses	3,227.54	6,000	(2,772.46)	46.21%
71320 · Signage-Tourism	0.00			
71330 · Public Art Program	0.00			
Total 71300 · Promotion	3,227.54	6,000	(2,772.46)	
71400 · Printing				
71410 · Visitors Guide Expense	0.00			
71420 · Other Brochures	0.00	2,500	(2,500.00)	100.00%
Total 71400 · Printing	0.00	2,500	(2,500.00)	
71500 · Website	0.00			
71600 · Mailings	0.00			
Total 71000 · Marketing	3,572.54	8,500	(4,927.46)	
72000 · Sales and Development				
72100 · Promotional Items	45.54	3,000	(2,954.46)	98.48%
72200 · Meals	897.97	1,000	(102.03)	10.20%
72300 · Groups	0.00		0.00	
72400 · Sports	0.00		0.00	
72500 · Meetings	1,288.22	1,000	288.22	-28.82%
72600 · Memberships	864.00	480	384.00	-80.00%
72700 · Other Sales and Dev Expenses	0.00		0.00	
Total 72000 · Sales and Development	3,095.73	5,480	(2,384.27)	
73000 · Office and Administrative Exp				
73100 · Office Expenses				
73110 · Office Supplies	6,008.04	5,000	1,008.04	-20.16%
73120 · Office Equipment Leases	2,358.81	1,652	706.81	-42.79%
73130 · Office Equipment Purchases	411.56	3,000	(2,588.44)	86.28%
73140 · Subscriptions	0.00	100	(100.00)	100.00%
Total 73100 · Office Expenses	8,778.41	9,752	(973.59)	
73200 · Fees				
73210 · Bank Service Charges	20.00	0	20.00	
73220 · Credit Card Fees	3,813.92	6,000	(2,186.08)	36.43%
Total 73200 · Fees	3,833.92	6,000	(2,166.08)	
73400 · Business Taxes and Licenses	17,875.46	3,200	14,675.46	-458.61%
73500 · Accounting, Audit, & Legal Fees	0.00			
73700 · Postage and Shipping	26.27	800	(773.73)	96.72%
73900 · Collection Expense	0.00			
Total 73000 · Office and Administrative Exp	30,514.06	19,752	10,762.06	
74000 · Travel				
74100 · Lodging	1,099.87	1,950	(850.13)	43.60%
74200 · Mileage	62.60	2,400	(2,337.40)	97.39%
74300 · Transportation	537.42	2,450	(1,912.58)	78.06%
74400 · Meals Out of Town	208.67	2,500	(2,291.33)	91.65%
Total 74000 · Travel	1,908.56	9,300	(7,391.44)	
75000 · IT Expenses				
75100 · Computer Hardware	2,739.50	5,000	(2,260.50)	45.21%
75200 · Software Purchases and Subs	2,836.70	4,800	(1,963.30)	40.90%
75300 · IT Support and Consulting	900.00	0	900.00	-100.00%
Total 75000 · IT Expenses	6,476.20	9,800	(3,323.80)	
76000 · Insurance				
76100 · Insurance - Building & Contents	2,761.00	2,804	(43.00)	1.53%
76200 · Insurance - W/C	0.00		0.00	
76300 · Insurance - D&O	0.00		0.00	
Total 76000 · Insurance	2,761.00	2,804	(43.00)	
77000 · Facilities				
77100 · Rent	0.00			
77200 · Internet/Telephone	10,627.56	11,760	(1,132.44)	9.63%
77300 · Utilities				
77310 · Electric	53,962.89	60,000	(6,037.11)	10.06%
77320 · Gas	6,448.03	9,000	(2,551.97)	28.36%
77330 · Water	8,295.39	11,000	(2,704.61)	24.59%
Total 77300 · Utilities	68,706.31	80,000	(11,293.69)	
77400 · Repairs and Maintenance	32,317.09	30,000	2,317.09	-7.72%
77500 · Janitorial Supplies	18,640.20	16,300	2,340.20	-14.36%
77600 · Maintenance Contracts	38,093.23	38,184	(90.77)	0.24%
77800 · Improvements	40,897.26	36,082	4,815.26	-13.35%
Total 77000 · Facilities	209,281.65	212,326	(3,044.35)	
Total 70000 · Operating Expenses	257,609.74	267,962	(10,352.26)	
80000 · Grants Awarded				
80100 · Current Year Spring	0.00			
80200 · Prior Year Fall	0.00			
Total 80000 · Grants Awarded	0.00			
90000 · Other Expenses				

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

Town Center				
Year-to-Date				
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
90100 - Bond Payments	0.00			
90300 - Future Project Funding				
90310 - Future Capital Improvements	0.00			
90320 - Operating Reserves	0.00			
Total 90300 - Future Project Funding	0.00			
Total 90000 - Other Expenses	0.00			
Total Expense	606,605.79	646,288	(39,682.21)	6.14%
Net Income/(Loss)	(107,624.87)	(15,221)		

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change
TOTAL REVENUE	549,743.72	498,980.92	-0.09
COST OF GOODS SOLD		0.00	
TOTAL EXPENSE	575,092.11	606,605.79	0.05
NET INCOME/(LOSS)	(25,348.39)	(107,624.87)	

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

	W-S House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Income				
41000 · Hotel, Motel, Restaurant Taxes				
41100 · CY HMR Taxes	0.00			
41200 · PY HMR Taxes	0.00			
Total 41000 · Hotel, Motel, Restaurant Taxes	0.00			
42000 · Rental Income				
42100 · Facility Rental	0.00			
42200 · Rental Items	0.00			
42300 · Alcohol Sales	0.00			
42400 · Third Party Rental Revenue	0.00			
Total 42000 · Rental Income	0.00			
43000 · Event Income				
43100 · 1st Thursday Income	0.00			
43200 · LOTO Income	0.00			
43300 · Partnership Income	0.00			
43400 · Other Event Income	0.00			
Total 43000 · Event Income	0.00			
44000 · Sales				
44100 · Museum Store Sales	0.00			
44200 · Visitor Store Sales				
44210 · Regular Store Sales	0.00			
44220 · Consignment Sales	0.00			
Total 44200 · Visitor Store Sales	0.00			
Total 44000 · Sales	0.00			
45000 · Parking Revenue				
45100 · Parking Machine Revenue	0.00			
45200 · Parking Lease Revenue	0.00			
Total 45000 · Parking Revenue	0.00			
46000 · Ad Income				
46100 · Visitor Guide Ad Income	0.00			
46000 · Ad Income - Other	0.00			
Total 46000 · Ad Income	0.00			
47000 · Museum Revenue				
47100 · Admission Revenue	0.00			
47200 · Contributions	0.00			
Total 47000 · Museum Revenue	0.00			
49000 · Interest and Investment Income				
49001 · Investment Account Interest	0.00			
49002 · Checking Account Interest	0.00			
Total 49000 · Interest and Investment Income	0.00			
Total Income	0.00	0		
Cost of Goods Sold				
Gross Profit	0.00			

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

Expense	W-S House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
50000 · Rental and Event Expenses .				
51000 · Rental Expenses				
51100 · Facility Rental Expenses	0.00			
51200 · Rental Items	0.00			
51300 · Alcohol & Bar Supply Expenses	0.00			
51400 · Third Party Rental Expenses	0.00			
Total 51000 · Rental Expenses	0.00			
52000 · Event Expenses				
52100 · 1st Thursday Expenses	0.00			
52200 · LOTO Expenses	0.00			
52300 · Partnership Expenses	0.00			
52400 · Other Event Expenses	208.78	0	208.78	-100.00%
Total 52000 · Event Expenses	208.78			
53000 · Store purchases				
53100 · Museum Store Expenses	0.00			
53200 · EF Store Expenses	0.00			
53300 · Consignment Expenses	0.00			
Total 53000 · Store purchases	0.00			
54000 · Museum Activities				
54100 · Program				
54110 · Group Visits	0.00			
54120 · Brick	0.00			
54130 · Honoraria	0.00			
Total 54100 · Program	0.00			
54200 · Exhibit Expenses	0.00			
54300 · Fundraising	0.00			
Total 54000 · Museum Activities	0.00			
55000 · In-kind Donations Cost	0.00			
Total 50000 · Rental and Event Expenses .	208.78			
60000 · Payroll and Related Expenses				
61000 · Wages Expense	0.00			
62000 · Payroll Tax Expense				
62100 · Federal (941) Payroll Taxes	0.00			
62300 · SUTA	0.00			
Total 62000 · Payroll Tax Expense	0.00			
63000 · Benefits				
63100 · Health and Other Emp Insurance	0.00			
63200 · Company Ret Contributions	0.00			
63300 · Car Allowance	0.00			
63400 · Relocation Expenses	0.00			
63500 · Training and Development	0.00			
63600 · Employee Relations	0.00			
Total 63000 · Benefits	0.00			
64000 · Contract Labor	0.00			
Total 60000 · Payroll and Related Expenses	0.00			

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

	W-S House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
70000 · Operating Expenses				
71000 · Marketing				
71100 · Advertising Expense				
71110 · Agency Advertising	0.00			
71120 · Non-Agency Advertising	0.00			
Total 71100 · Advertising Expense	0.00			
71200 · Agency Fees	0.00			
71300 · Promotion				
71310 · Promotion Expenses	0.00			
71320 · Signage-Tourism	0.00			
71330 · Public Art Program	0.00			
Total 71300 · Promotion	0.00			
71400 · Printing				
71410 · Visitors Guide Expense	0.00			
71420 · Other Brochures	0.00			
Total 71400 · Printing	0.00			
71500 · Website	0.00			
71600 · Mailings	0.00			
Total 71000 · Marketing	0.00			
72000 · Sales and Development				
72100 · Promotional Items	0.00			
72200 · Meals	0.00			
72300 · Groups	0.00			
72400 · Sports	0.00			
72500 · Meetings	0.00			
72600 · Memberships	0.00			
72700 · Other Sales and Dev Expenses	0.00			
Total 72000 · Sales and Development	0.00			
73000 · Office and Administrative Exp				
73100 · Office Expenses				
73110 · Office Supplies	370.98	0	370.98	(100.00)
73120 · Office Equipment Leases	0.00			
73130 · Office Equipment Purchases	0.00			
73140 · Subscriptions	0.00			
Total 73100 · Office Expenses	370.98	0	370.98	
73200 · Fees				
73210 · Bank Service Charges	0.00			
73220 · Credit Card Fees	0.00			
Total 73200 · Fees	0.00			
73400 · Business Taxes and Licenses	4,836.94			
73500 · Accounting, Audit, & Legal Fees	0.00			
73700 · Postage and Shipping	0.00			
73900 · Collection Expense	0.00			
Total 73000 · Office and Administrative Exp	5,207.92			
74000 · Travel				
74100 · Lodging	0.00			
74200 · Mileage	0.00			
74300 · Transportation	0.00			
74400 · Meals Out of Town	0.00			
Total 74000 · Travel	0.00			
75000 · IT Expenses				
75100 · Computer Hardware	0.00			
75200 · Software Purchases and Subs	0.00			
75300 · IT Support and Consulting	0.00			
Total 75000 · IT Expenses	0.00			
76000 · Insurance				
76100 · Insurance - Building & Contents	4,660.00	4,843	(183.00)	3.78%
76200 · Insurance - W/C	0.00			
76300 · Insurance - D&O	0.00			
Total 76000 · Insurance	4,660.00	4,843	(183.00)	
77000 · Facilities				
77100 · Rent	772.90	0	772.90	(100.00)
77200 · Internet/Telephone	396.44	0	396.44	(100.00)
77300 · Utilities				
77310 · Electric	862.08	2,200	(1,337.92)	60.81%
77320 · Gas	714.57	1,100	(385.43)	35.04%
77330 · Water	509.82	1,800	(1,290.18)	71.68%
Total 77300 · Utilities	2,086.47	5,100	(3,013.53)	
77400 · Repairs and Maintenance	5,581.16	0	5,581.16	-100.00%
77500 · Janitorial Supplies	0.00	0	0.00	
77600 · Maintenance Contracts	2,530.21	2,525	5.21	-0.21%
77800 · Improvements	1,159.41	225,000	(223,840.59)	99.48%
Total 77000 · Facilities	12,526.59	232,625	(220,098.41)	
Total 70000 · Operating Expenses	22,394.51	237,468	(215,073.49)	
80000 · Grants Awarded				
80100 · Current Year Spring	0.00			
80200 · Prior Year Fall	0.00			
Total 80000 · Grants Awarded	0.00			
90000 · Other Expenses				

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

	W-S House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
90100 - Bond Payments	0.00			
90300 - Future Project Funding				
90310 - Future Capital Improvements	0.00			
90320 - Operating Reserves	0.00			
Total 90300 - Future Project Funding	0.00			
Total 90000 - Other Expenses	0.00			
Total Expense	22,603.29	237,468	(215,073.49)	90.48%
Net Income/(Loss)	(22,603.29)	(237,468)		

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change
TOTAL REVENUE	0.00	0.00	0.00
COST OF GOODS SOLD			
TOTAL EXPENSE	0.00	22,603.29	100.00
NET INCOME/(LOSS)	0.00	(22,603.29)	

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Income				
41000 · Hotel, Motel, Restaurant Taxes				
41100 · CY HMR Taxes	2,795,602.54	3,392,424	12.00	17.59%
41200 · PY HMR Taxes	28,930.31	20,477	8,453.31	-41.28%
Total 41000 · Hotel, Motel, Restaurant Taxes	2,824,532.85	3,412,901	(588,368.15)	
42000 · Rental Income				
42100 · Facility Rental	368,373.63	505,300	(136,926.37)	27.10%
42200 · Rental Items	39,295.94	43,000	(3,704.06)	8.61%
42300 · Alcohol Sales	38,934.21	53,700	(14,765.79)	27.50%
42400 · Third Party Rental Revenue	31,376.04	0	31,376.04	-100.00%
Total 42000 · Rental Income	477,979.82	602,000	(124,020.18)	
43000 · Event Income				
43100 · 1st Thursday Income	8,074.82	20,000	(11,925.18)	59.63%
43200 · LOTO Income	1,550.00	5,000	(3,450.00)	69.00%
43300 · Partnership Income	5,695.00	6,750	(1,055.00)	15.63%
43400 · Other Event Income	2,287.85	5,000	(2,712.15)	54.24%
Total 43000 · Event Income	17,607.67	36,750	(19,142.33)	
44000 · Sales				
44100 · Museum Store Sales	6,515.74	7,500	(984.26)	13.12%
44200 · Visitor Store Sales				
44210 · Regular Store Sales	24,647.42	30,567	(5,919.58)	19.37%
44220 · Consignment Sales	3,188.38	4,970	(1,781.62)	35.85%
Total 44200 · Visitor Store Sales	27,835.80	35,537	(7,701.20)	21.67%
Total 44000 · Sales	34,351.54	43,037	(8,685.46)	
45000 · Parking Revenue				
45100 · Parking Machine Revenue	6,214.05	11,000	(4,785.95)	43.51%
45200 · Parking Lease Revenue	14,238.64	19,800	(5,561.36)	28.09%
Total 45000 · Parking Revenue	20,452.69	30,800	(10,347.31)	
46000 · Ad Income				
46100 · Visitor Guide Ad Income	21,725.00	18,000	3,725.00	-20.69%
46000 · Ad Income - Other	0.00	0	0.00	
Total 46000 · Ad Income	21,725.00	18,000	3,725.00	
47000 · Museum Revenue				
47100 · Admission Revenue	2,760.39	23,000	(20,239.61)	88.00%
47200 · Contributions	5,724.77	30,000	(24,275.23)	80.92%
Total 47000 · Museum Revenue	8,485.16	53,000	(44,514.84)	
49000 · Interest and Investment Income				
49001 · Investment Account Interest	6,047.54	10,000	(3,952.46)	39.52%
49002 · Checking Account Interest	4,864.43	4,367	497.43	-11.39%
Total 49000 · Interest and Investment Income	10,911.97	14,367	(3,455.03)	
Total Income	3,416,046.70	4,210,855	(794,808.30)	18.88%
Cost of Goods Sold	7,513.30			
Gross Profit	3,423,560.00	4,210,855		

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

Expense	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
50000 · Rental and Event Expenses .				
51000 · Rental Expenses				
51100 · Facility Rental Expenses	500.00	500	0.00	0.00%
51200 · Rental Items	27,431.84	31,500	(4,068.16)	12.91%
51300 · Alcohol & Bar Supply Expenses	26,426.43	25,000	1,426.43	-5.71%
51400 · Third Party Rental Expenses	29,006.71	29,000	6.71	-0.02%
Total 51000 · Rental Expenses	83,364.98	86,000	(2,635.02)	
52000 · Event Expenses				
52100 · 1st Thursday Expenses	39,648.02	35,000	4,648.02	-13.28%
52200 · LOTO Expenses	15,000.00	20,000	(5,000.00)	25.00%
52300 · Partnership Expenses	4,254.48	12,000	(7,745.52)	64.55%
52400 · Other Event Expenses	5,438.36	6,800	(1,361.64)	20.02%
Total 52000 · Event Expenses	64,340.86	73,800	(9,459.14)	
53000 · Store purchases				
53100 · Museum Store Expenses	7,935.99	5,400	2,535.99	-46.96%
53200 · EF Store Expenses	22,218.97	18,741	3,477.97	-18.56%
53300 · Consignment Expenses	1,665.70	3,976	(2,310.30)	58.11%
Total 53000 · Store purchases	31,820.66	28,117	3,703.66	
54000 · Museum Activities				
54100 · Program				
54110 · Group Visits	28.65	250	(221.35)	88.54%
54120 · Brick	115.24	350	(234.76)	67.07%
54130 · Honoraria	100.00	1,500	(1,400.00)	93.33%
Total 54100 · Program	289.42	2,100	(1,810.58)	
54200 · Exhibit Expenses	16,379.56	10,000	6,379.56	-63.80%
54300 · Fundraising	774.88	2,000	(1,225.12)	61.26%
Total 54000 · Museum Activities	17,443.86	14,100	3,343.86	
55000 · In-kind Donations Cost	1,154.98	0	1,154.98	-100.00%
Total 50000 · Rental and Event Expenses .	198,125.34	202,017	(3,891.66)	
60000 · Payroll and Related Expenses				
61000 · Wages Expense	549,295.20	775,846	(226,550.80)	29.20%
62000 · Payroll Tax Expense				
62100 · Federal (941) Payroll Taxes	41,667.71	59,353	(17,685.29)	29.80%
62300 · SUTA	1,370.56	1,421	(50.44)	3.55%
Total 62000 · Payroll Tax Expense	43,038.27	60,774	(17,735.73)	
63000 · Benefits				
63100 · Health and Other Emp Insurance	80,502.84	110,078	(29,575.16)	26.87%
63200 · Company Ret Contributions	12,703.26	21,341	(8,637.74)	40.47%
63300 · Car Allowance	3,000.00	3,600	(600.00)	16.67%
63400 · Relocation Expenses	1,922.22	1,000	922.22	-92.22%
63500 · Training and Development	15,706.66	41,000	(25,293.34)	61.69%
63600 · Employee Relations	3,475.89	2,200	1,275.89	-58.00%
Total 63000 · Benefits	117,310.87	179,219	(61,908.13)	
64000 · Contract Labor	92,327.87	6,900	85,427.87	-1238.09%
Total 60000 · Payroll and Related Expenses	801,972.21	1,022,739	(220,766.79)	

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
70000 · Operating Expenses				
71000 · Marketing				
71100 · Advertising Expense				
71110 · Agency Advertising	525,387.46	518,000	7,387.46	-1.43%
71120 · Non-Agency Advertising	14,721.18	21,000	(6,278.82)	29.90%
Total 71100 · Advertising Expense	540,108.64	539,000	1,108.64	
71200 · Agency Fees	146,000.00	168,000	(22,000.00)	13.10%
71300 · Promotion				
71310 · Promotion Expenses	46,530.33	66,000	(19,469.67)	29.50%
71320 · Signage-Tourism	9,748.46	20,000	(10,251.54)	51.26%
71330 · Public Art Program	108,905.97	0	108,905.97	-100.00%
Total 71300 · Promotion	165,184.76	86,000	79,184.76	
71400 · Printing				
71410 · Visitors Guide Expense	71,248.57	60,000	11,248.57	-18.75%
71420 · Other Brochures	22,707.45	13,500	9,207.45	-68.20%
Total 71400 · Printing	93,956.02	73,500	20,456.02	
71500 · Website	21,337.04	30,000	(8,662.96)	28.88%
71600 · Mailings	10,515.99	20,250	(9,734.01)	48.07%
Total 71000 · Marketing	977,102.45	916,750	60,352.45	
72000 · Sales and Development				
72100 · Promotional Items	4,550.83	11,500	(6,949.17)	60.43%
72200 · Meals	2,733.52	3,000	(266.48)	8.88%
72300 · Groups	4,077.42	15,000	(10,922.58)	72.82%
72400 · Sports	10,278.76	25,000	(14,721.24)	58.88%
72500 · Meetings	7,359.01	4,500	2,859.01	-63.53%
72600 · Memberships	24,818.00	18,425	6,393.00	-34.70%
72700 · Other Sales and Dev Expenses	6,222.02	6,000	222.02	-3.70%
Total 72000 · Sales and Development	60,039.56	83,425	(23,385.44)	
73000 · Office and Administrative Exp				
73100 · Office Expenses				
73110 · Office Supplies	15,566.11	14,000	1,566.11	-11.19%
73120 · Office Equipment Leases	6,227.36	3,686	2,541.36	-68.95%
73130 · Office Equipment Purchases	1,739.24	6,500	(4,760.76)	73.24%
73140 · Subscriptions	343.65	436	(92.35)	21.18%
Total 73100 · Office Expenses	23,876.36	24,622	(745.64)	
73200 · Fees				
73210 · Bank Service Charges	75.00	0	75.00	-100.00%
73220 · Credit Card Fees	5,788.35	9,100	(3,311.65)	36.39%
Total 73200 · Fees	5,863.35	9,100	(3,236.65)	
73400 · Business Taxes and Licenses	23,996.30	3,500	20,496.30	-585.61%
73500 · Accounting, Audit, & Legal Fees	17,098.20	21,000	(3,901.80)	18.58%
73700 · Postage and Shipping	889.52	3,464	(2,574.48)	74.32%
73900 · Collection Expense	56,487.03	68,258	(11,770.97)	17.24%
Total 73000 · Office and Administrative Exp	128,210.76	129,944	(1,733.24)	
74000 · Travel				
74100 · Lodging	10,311.63	12,600	(2,288.37)	18.16%
74200 · Mileage	730.30	6,225	(5,494.70)	88.27%
74300 · Transportation	8,598.84	11,840	(3,241.16)	27.37%
74400 · Meals Out of Town	2,083.33	7,835	(5,751.67)	73.41%
Total 74000 · Travel	21,724.10	38,500	(16,775.90)	
75000 · IT Expenses				
75100 · Computer Hardware	5,124.57	10,700	(5,575.43)	52.11%
75200 · Software Purchases and Subs	26,552.61	15,800	10,752.61	-68.05%
75300 · IT Support and Consulting	29,778.07	24,600	5,178.07	-21.05%
Total 75000 · IT Expenses	61,455.25	51,100	10,355.25	
76000 · Insurance				
76100 · Insurance - Building & Contents	14,414.00	14,618	(204.00)	1.40%
76200 · Insurance - W/C	1,502.00	1,700	(198.00)	11.65%
76300 · Insurance - D&O	1,991.00	2,000	(9.00)	0.45%
Total 76000 · Insurance	17,907.00	18,318	(411.00)	
77000 · Facilities				
77100 · Rent	12,772.90	14,400	(1,627.10)	11.30%
77200 · Internet/Telephone	23,483.51	26,183	(2,699.49)	10.31%
77300 · Utilities				
77310 · Electric	60,187.59	69,000	(8,812.41)	12.77%
77320 · Gas	8,136.20	11,050	(2,913.80)	26.37%
77330 · Water	10,423.96	15,100	(4,676.04)	30.97%
Total 77300 · Utilities	78,747.75	95,150	(16,402.25)	
77400 · Repairs and Maintenance	46,519.73	45,000	1,519.73	-3.38%
77500 · Janitorial Supplies	19,521.30	20,800	(1,278.70)	6.15%
77600 · Maintenance Contracts	57,604.31	45,709	11,895.31	-26.02%
77800 · Improvements	55,151.51	264,082	(208,930.49)	79.12%
Total 77000 · Facilities	293,801.01	511,324	(217,522.99)	
Total 70000 · Operating Expenses	1,560,240.13	1,749,361	(189,120.87)	
80000 · Grants Awarded				
80100 · Current Year Spring	46,100.00	110,000	(63,900.00)	58.09%
80200 · Prior Year Fall	77,110.90	104,934	(27,823.10)	26.51%
Total 80000 · Grants Awarded	123,210.90	214,934	(91,723.10)	
90000 · Other Expenses				

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
90100 - Bond Payments	589,427.10	707,312	(117,884.90)	16.67%
90300 - Future Project Funding				
90310 - Future Capital Improvements	28,611.02	60,000	(31,388.98)	52.31%
90320 - Operating Reserves	121,973.30	254,492	(132,518.70)	52.07%
Total 90300 - Future Project Funding	150,584.32	314,492	(163,907.68)	
Total 90000 - Other Expenses	740,011.42	1,021,804	(281,792.58)	
Total Expense	3,423,560.00	4,210,855	(787,295.00)	18.70%
Net Income/(Loss)	0.00	0		

COMPARISON OF CURRENT YEAR & PRIOR YEAR

	2016	2017	% Change
TOTAL REVENUE	4,104,943.72	3,416,046.70	-0.17
COST OF GOODS SOLD		7,513.30	
TOTAL EXPENSE	3,756,869.96	3,423,560.00	-0.09
NET INCOME/(LOSS)	348,073.76	(0.00)	

Fayetteville A&P Commission

Balance Sheet

As of October 31, 2017

ASSETS

Current Assets

Cash and Investments

10300 1st Security A&P/EF	931,940.30
10400 1st Security Fayetteville TC	206,115.10
10500 1st Security Clinton House	7,432.24
10700 Arvest Payroll Account	85,939.89
10110 EF/CVB Cash in Register	100.00
10120 TC Cash on Hand	300.00
10130 CHM Cash In Register	100.00

13000 Investments 791,321.16

13100 Investments: Adjust to Market (5,477.71)

Total Investments 785,843.45

Total Cash and Investments **2,017,770.98**

Accounts Receivable

11100 Accounts Receivable - City Parking	372.00
11200 Due from Vendors (BBBQ)	1,795.00
11300 Accounts Receivable (TC)	<u>56,287.35</u>

Total Accounts Receivable **58,454.35**

11400 HMR Funds Due from City **362,335.69**

12200 Prepaid Expenses **34,848.41**

13100 Accrued Interest **4,512.00**

14100 Inventory Asset - EF/CVB **12,678.94**

14200 Inventory Asset - CHM **6,854.98**

Total Current Assets **2,497,455.35**

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 **4,817,184.30**

Fayetteville A&P Commission

Balance Sheet

As of October 31, 2017

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

20000 Accounts Payable	67,831.08
22100 KHT Security Deposit	1,000.00
24102 Colonial Life& Acc Ins. Payable	314.33
25000 Sales Tax Payable	1,677.71
26200 Unearned Revenue 2017	51,795.01
26300 Unearned Revenue 2018	68,899.75

Total Current Liabilities

191,517.88

Equity

33000 Designated Fund - Arts Program	100,000.00
34000 Designated Fund - Future Capital Funding	28,611.02
35000 Designated Fund - Operating Reserves	121,973.30
39005 Fund Balance	4,375,082.10
Net Revenue	0.00

Total Equity

4,625,666.42

TOTAL LIABILITIES AND EQUITY

4,817,184.30

TOWN CENTER PLAZA

Interior Design Presentation for

Fayetteville Town Center Plaza

November 20, 2017



www.JulieWaitDesigns.com

ITEMS TO REVAMP TO BE IN LINE WITH NEW BRANDING:
BANNERS, PLANTERS & PLANTINGS, NEW FURNITURE



SITE PLAN / FURNITURE CONCEPT
not to scale



Seating varieties welcome people who may gather together to dine, meet or have a quiet moment of solitude to rest or work. Dining tables and chairs are moveable for a variety of settings. Benches are bolted to the ground and have power between them for laptop and other device use.

FURNITURE CONCEPT: CONNECT.

Tables for gathering to eat , work, converse. Armed and armless chairs accommodate different body types.

T1 & C1

LANDSCAPE FORMS

CHIPMAN TABLE AND CHAIRS

WHITE POWDER COAT FINISH

In finishes as shown.

45" dia. Table – NO UMBRELLA HOLE

2 ARMED AND 2 ARMLESS CHAIRS PER TABLE

TABLE WEIGHS 85 POUNDS

CHAIRS WEIGH 17 POUNDS FOR ARMLESS AND 20 POUNDS FOR ARMED

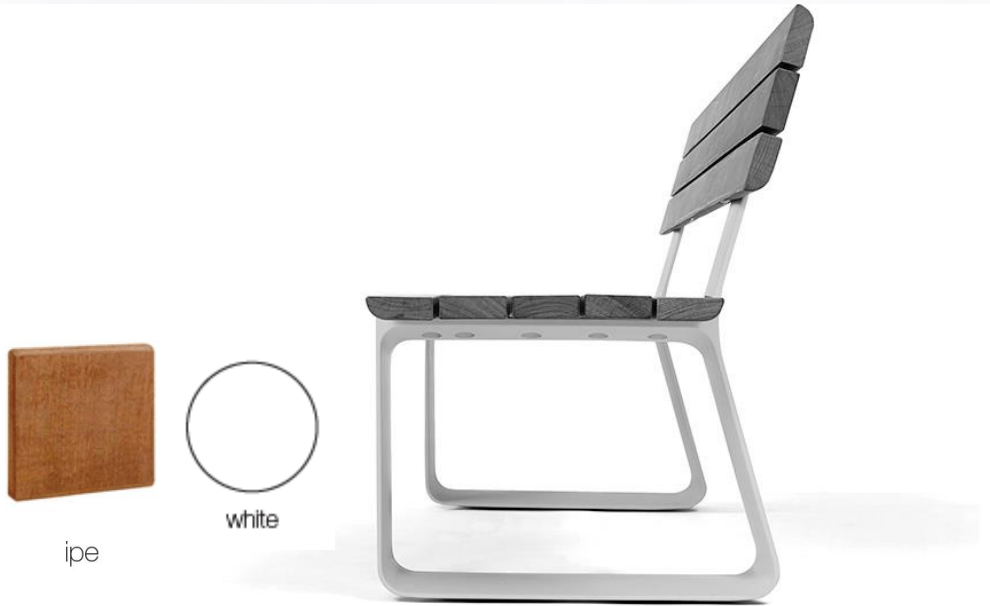


FURNITURE CONCEPT: RETREAT.

Benches have 1 tablet shelf for working materials or placing food or beverages. There are outdoor power outlets that can be accessed near benches to plug in laptops or charge devices.

B1

BENCHES: 24”D X 107”W X 33”H
Maintenance free wood backs and seats will weather to a silver gray over time.
Bases will be a powdercoat metal in white.



PLANTERS – Dark Gray / Bronze finish

P1

PLANTERS: 60”D X 60”W X 42”H
FREE FORM PLANTINGS INSTEAD OF TOPIARIES



P2 (SOUTH SIDE OF TOWN CENTER BALCONY)

PLANTERS: 30”D X 30”W X 30”H



Memo

To: Fayetteville Advertising and Promotion Commission

From: Molly Rawn

Date: November 22, 2017

Re: Improvements to the Town Center Plaza

The Town Center plaza furniture and planters need updating. The plaza is increasingly used as a gathering place for visitors to our square especially during the Farmer's Market and other outdoor events. Improving the aesthetic of the plaza is an investment for our Town Center and our square as a whole.

Town Center and Experience Fayetteville staff have met with city facilities staff to discuss as well as with the Parks and Recreation staff. I am recommending an expenditure of \$50,000 in FY17. The commission specifically allocated ample funds in the 2017 budget to cover investments such as this.

MARKETING UPDATE

Memo

To: Fayetteville Advertising and Promotion Commission

From: Molly Rawn

Date: November 22, 2017

Re: Advertising agency of record

A committee consisting of Molly Rawn, Executive Director; Hazel Hernandez, Director of Marketing and Communications; Ashley Cane, Marketing Manager; and Ching Mong, Commissioner met to review and discuss responses to the Request for Qualifications issued by Experience Fayetteville.

Three agencies responded to the RFQ: 2. Buckland Consulting, Sells Agency and Vantage Point Communications.

It is the committee's recommendation that we negotiate a contract with the Sells Agency for advertising services in 2018 and 2019.

PRELIMINARY 2018 BUDGET

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Consolidated	
		2018	% Increase / (Decrease)
REVENUE			
40000	Revenue		
41000	Hotel, Motel, Restaurant Taxes	3,412,919	0%
41100	HMR Taxes	3,392,442	0%
41200	PY Hotel, Motel, Restaurant Tax	20,477	0%
42000	Rental Income	769,500	28%
42100	Facility Rental	618,500	22%
42200	Rental Items	54,000	26%
42300	Alcohol Sales	59,000	10%
42400	Third Party Rental Revenue	38,000	100%
43000	Event Income	22,100	-40%
43100	1st Thursday Income	9,000	-55%
43200	LOTO Income	3,600	-28%
43300	Partnership Income	6,500	-4%
43400	Other Event Income	3,000	-40%
44000	Sales	26,500	-38%
44100	Museum Store Sales	8,500	13%
44200	Visitor Store Sales	18,000	-49%
44210	Regular Store Sales	12,500	-59%
44220	Consignment Sales	5,500	11%
45000	Parking Revenue	25,500	-17%
45100	Parking Machine Revenue	7,500	-32%
45200	Parking Lease Revenue	18,000	-9%
46000	Ad Income	20,000	11%
46100	Visitor Guide Ad Income	20,000	11%
46200	Other Ad Income	0	
47000	Museum Revenue	20,500	-61%
47100	Admission Revenue	500	-98%
47200	Contribution	20,000	-33%
47300	Membership	0	
49000	Interest Income	12,967	-10%
49001	Investment Account Interest	7,200	-28%
49002	Checking Account Interest	5,767	32%
	TOTAL REVENUE	4,309,986	2%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Consolidated	
		2018	% Increase / (Decrease)
EXPENSE			
50000	Rental/and Event Expenses	213,300	6%
51000	Rental Expenses	95,000	10%
51100	Facility Rental Expenses	500	0%
51200	Rental Items/Linens	31,500	0%
51300	Alcohol and Bar Supply Expenses	30,000	20%
51400	Third Party Rental Expenses	33,000	14%
52000	Event Expenses	74,600	1%
52100	1st Thursday Expenses	35,000	0%
52200	LOTO Expenses	16,500	-18%
52300	Partnership Expenses	5,100	-58%
52400	Other Event Expenses	18,000	165%
53000	Store Expenses	27,700	-1%
53100	Museum Store Expenses	5,000	-7%
53200	EF Store Expenses	18,700	0%
53300	Consignment Sales Expenses	4,000	1%
54000	Museum Activities	16,000	13%
54100	Program	6,000	186%
54110	Group Visits	250	0%
54120	Brick	250	-29%
54130	Honoraria	500	-67%
54140	Other	5,000	100%
54200	Exhibit Expenses	5,000	-50%
54300	Fundraising	5,000	150%
60000	Payroll and Related Expenses	1,117,638	9%
61000	Wages	810,893	5%
62000	Payroll Tax Expense	63,841	5%
62100	Federal (941) Payroll Taxes	62,033	5%
62300	SUTA	1,808	27%
63000	Benefits	151,404	-16%
63100	Health and Other Employee Insurance	99,463	-10%
63200	Company Retirement Contributions	22,341	5%
63300	Car Allowance	3,600	0%
63400	Relocation Expenses	0	-100%
63500	Training and Development	22,500	-45%
63600	Employee Relations	3,500	59%
64000	Contract Labor	83,000	1103%
65000	Payroll Processing Fees	8,500	100%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Consolidated	
		2018	% Increase / (Decrease)
70000	Operating Expenses	1,780,674	2%
71000	Marketing	897,600	-2%
71100	Advertising Expenses	554,000	3%
71110	Agency Advertising	530,000	2%
71120	Non-Agency Advertising	24,000	14%
71200	Agency Fees	157,500	-6%
71300	Promotion	57,100	-34%
71310	Promotion Expenses	49,100	-26%
71320	Signage-Tourism	8,000	-60%
71400	Printing	93,000	27%
71410	Visitors Guide	65,000	8%
71420	Other Brochures	28,000	107%
71500	Website	23,000	-23%
71600	Mailings	13,000	-36%
72000	Sales and Development	72,295	-13%
72100	Promotional Items	12,000	4%
72200	Meals	4,000	33%
72300	Groups	3,885	-74%
72400	Sports	11,000	-56%
72500	Meetings	8,500	89%
72600	Memberships	26,200	42%
72700	Tourism Development	6,710	12%
73000	Office and Administrative Expenses	120,390	-7%
73100	Office Expenses	21,100	-14%
73110	Office Supplies	11,100	-21%
73120	Office Equipment Leases	6,500	76%
73130	Office Equipment Purchases	3,000	-54%
73140	Subscriptions	500	15%
73200	Fees	6,500	-29%
73210	Bank Service Charges	150	100%
73220	Credit Card Fees	6,350	-30%
73400	Business Taxes and Licenses	5,100	46%
73500	Accounting, Audit, and Legal Expenses	17,000	-19%
73700	Postage and Shipping	1,750	-49%
73900	Collection Expenses	68,940	1%
74000	Travel	37,222	-3%
74100	Lodging	16,397	30%
74200	Mileage	1,825	-71%

Fayetteville A&P Commission
2018 Initial Budget Workbook

Account Number	Account Name	Consolidated	
		2018	% Increase / (Decrease)
74300	Transportation	14,250	20%
74400	Meals Out of Town	4,750	-39%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Consolidated	
		2018	% Increase / (Decrease)
75000	IT Expenses	60,900	19%
75100	Computer Hardware	4,000	-63%
75200	Software Purchases and Subscriptions	27,400	73%
75300	IT Support and Consulting	29,500	20%
76000	Insurance	15,959	-13%
76100	Insurance - Building	14,457	-1%
76200	Insurance - W/C	1,502	-12%
76300	Insurance - D & O	0	-100%
77000	Facilities	576,308	13%
77100	Rent	15,300	6%
77200	Internet & Telephone	30,120	15%
77300	Utilities	81,704	-14%
77310	Electric	58,340	-15%
77320	Gas	10,884	-2%
77330	Water	12,480	-17%
77400	Repairs and Maintenance	80,000	78%
77500	Janitorial Supplies	19,840	-5%
77600	Maintenance Contracts	39,344	-14%
77800	FFE and Improvements	310,000	17%
80000	Grants Awarded	389,500	81%
80100	Current Year Spring	325,000	195%
80200	Prior Year Fall	64,500	-39%
90000	Other Expenses	808,874	-21%
90100	Bond Payments	707,000	0%
90200	Major Capital Purchases	0	
90210	Walker Stone House Purchase		
90300	Future Project Funding	101,874	-68%
90310	Future Capital Improvement	101,874	70%
90320	Operating Reserves	0	-100%
	TOTAL EXPENSE	4,309,986	2%
	NET REVENUE OVER/(UNDER EXPENSE)	0	

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Experience Fayetteville	
		2018	% Increase / (Decrease)
REVENUE			
40000	Revenue		
41000	Hotel, Motel, Restaurant Taxes	3,412,919	0%
41100	HMR Taxes	3,392,442	0%
41200	PY Hotel, Motel, Restaurant Tax	20,477	0%
42000	Rental Income	0	
42100	Facility Rental		
42200	Rental Items		
42300	Alcohol Sales		
42400	Third Party Rental Revenue		
43000	Event Income	19,100	-40%
43100	1st Thursday Income	9,000	-55%
43200	LOTO Income	3,600	-28%
43300	Partnership Income	6,500	-4%
43400	Other Event Income		
44000	Sales	18,000	-49%
44100	Museum Store Sales		
44200	Visitor Store Sales	18,000	-49%
44210	Regular Store Sales	12,500	-59%
44220	Consignment Sales	5,500	11%
45000	Parking Revenue	0	
45100	Parking Machine Revenue		
45200	Parking Lease Revenue		
46000	Ad Income	20,000	11%
46100	Visitor Guide Ad Income	20,000	11%
46200	Other Ad Income		
47000	Museum Revenue	0	
47100	Admission Revenue		
47200	Contribution		
47300	Membership		
49000	Interest Income	11,400	-8%
49001	Investment Account Interest	7,200	-28%
49002	Checking Account Interest	4,200	75%
	TOTAL REVENUE	3,481,419	-1%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Experience Fayetteville	
		2018	% Increase / (Decrease)
EXPENSE			
50000	Rental/and Event Expenses	82,300	-8%
51000	Rental Expenses		
51100	Facility Rental Expenses		
51200	Rental Items/Linens		
51300	Alcohol and Bar Supply Expenses		
51400	Third Party Rental Expenses		
52000	Event Expenses	59,600	-11%
52100	1st Thursday Expenses	35,000	0%
52200	LOTO Expenses	16,500	-18%
52300	Partnership Expenses	5,100	-58%
52400	Other Event Expenses	3,000	100%
53000	Store Expenses	22,700	0%
53100	Museum Store Expenses		
53200	EF Store Expenses	18,700	0%
53300	Consignment Sales Expenses	4,000	1%
54000	Museum Activities	0	
54100	Program	0	
54110	Group Visits		
54120	Brick		
54130	Honoraria		
54140	Other		
54200	Exhibit Expenses		
54300	Fundraising		
60000	Payroll and Related Expenses	599,036	5%
61000	Wages	448,969	4%
62000	Payroll Tax Expense	35,140	4%
62100	Federal (941) Payroll Taxes	34,346	4%
62300	SUTA	794	17%
63000	Benefits	89,927	-11%
63100	Health and Other Employee Insurance	62,212	3%
63200	Company Retirement Contributions	13,415	8%
63300	Car Allowance	3,600	0%
63400	Relocation Expenses		-100%
63500	Training and Development	8,500	-61%
63600	Employee Relations	2,200	120%
64000	Contract Labor	16,500	244%
65000	Payroll Processing Fees	8,500	100%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Experience Fayetteville	
		2018	% Increase / (Decrease)
70000	Operating Expenses	1,209,441	1%
71000	Marketing	850,500	-6%
71100	Advertising Expenses	545,000	1%
71110	Agency Advertising	530,000	2%
71120	Non-Agency Advertising	15,000	-25%
71200	Agency Fees	157,500	-6%
71300	Promotion	38,000	-53%
71310	Promotion Expenses	30,000	-50%
71320	Signage-Tourism	8,000	-60%
71400	Printing	87,000	24%
71410	Visitors Guide	65,000	8%
71420	Other Brochures	22,000	120%
71500	Website	10,000	-67%
71600	Mailings	13,000	-35%
72000	Sales and Development	63,845	-17%
72100	Promotional Items	8,500	0%
72200	Meals	2,500	25%
72300	Groups	3,885	-74%
72400	Sports	11,000	-56%
72500	Meetings	7,500	114%
72600	Memberships	24,000	38%
72700	Tourism Development	6,460	8%
73000	Office and Administrative Expenses	102,790	-3%
73100	Office Expenses	12,800	-1%
73110	Office Supplies	6,100	-13%
73120	Office Equipment Leases	4,800	136%
73130	Office Equipment Purchases	1,500	-57%
73140	Subscriptions	400	19%
73200	Fees	1,750	-13%
73210	Bank Service Charges	150	100%
73220	Credit Card Fees	1,600	-20%
73400	Business Taxes and Licenses	1,000	400%
73500	Accounting, Audit, and Legal Expenses	17,000	-19%
73700	Postage and Shipping	1,300	-40%
73900	Collection Expenses	68,940	1%
74000	Travel	24,547	-8%
74100	Lodging	11,297	17%
74200	Mileage	700	-78%

Fayetteville A&P Commission
2018 Initial Budget Workbook

Account Number	Account Name	Experience Fayetteville	
		2018	% Increase / (Decrease)
74300	Transportation	10,050	11%
74400	Meals Out of Town	2,500	-49%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Experience Fayetteville	
		2018	% Increase / (Decrease)
75000	IT Expenses	51,700	41%
75100	Computer Hardware	1,700	-62%
75200	Software Purchases and Subscriptions	22,000	100%
75300	IT Support and Consulting	28,000	32%
76000	Insurance	8,189	-21%
76100	Insurance - Building	6,687	1%
76200	Insurance - W/C	1,502	-12%
76300	Insurance - D & O	0	-100%
77000	Facilities	107,870	254%
77100	Rent		
77200	Internet & Telephone	12,300	0%
77300	Utilities	6,720	8%
77310	Electric	6,000	9%
77320	Gas		
77330	Water	720	3%
77400	Repairs and Maintenance	3,000	-40%
77500	Janitorial Supplies	850	-79%
77600	Maintenance Contracts	0	
77800	FFE and Improvements	85,000	2733%
80000	Grants Awarded	389,500	81%
80100	Current Year Spring	325,000	195%
80200	Prior Year Fall	64,500	-39%
90000	Other Expenses	808,874	-21%
90100	Bond Payments	707,000	0%
90200	Major Capital Purchases	0	
90210	Walker Stone House Purchase		
90300	Future Project Funding	101,874	-68%
90310	Future Capital Improvement	101,874	70%
90320	Operating Reserves		-100%
	TOTAL EXPENSE	3,089,151	0%
	NET REVENUE OVER/(UNDER EXPENSE)	392,268	

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Town Center	
		2018	% Increase / (Decrease)
REVENUE			
40000	Revenue		
41000	Hotel, Motel, Restaurant Taxes		
41100	HMR Taxes		
41200	PY Hotel, Motel, Restaurant Tax		
42000	Rental Income	766,000	28%
42100	Facility Rental	615,000	23%
42200	Rental Items	54,000	26%
42300	Alcohol Sales	59,000	10%
42400	Third Party Rental Revenue	38,000	100%
43000	Event Income	0	
43100	1st Thursday Income		
43200	LOTO Income		
43300	Partnership Income		
43400	Other Event Income		
44000	Sales		
44100	Museum Store Sales		
44200	Visitor Store Sales		
44210	Regular Store Sales		
44220	Consignment Sales		
45000	Parking Revenue	25,500	-17%
45100	Parking Machine Revenue	7,500	-32%
45200	Parking Lease Revenue	18,000	-9%
46000	Ad Income		
46100	Visitor Guide Ad Income		
46200	Other Ad Income		
47000	Museum Revenue		
47100	Admission Revenue		
47200	Contribution		
47300	Membership		
49000	Interest Income	1,367	-23%
49001	Investment Account Interest		
49002	Checking Account Interest	1,367	-23%
	TOTAL REVENUE	792,867	26%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Town Center	
		2018	% Increase / (Decrease)
EXPENSE			
50000	Rental/and Event Expenses	94,000	10%
51000	Rental Expenses	94,000	11%
51100	Facility Rental Expenses		
51200	Rental Items/Linens	31,000	0%
51300	Alcohol and Bar Supply Expenses	30,000	20%
51400	Third Party Rental Expenses	33,000	14%
52000	Event Expenses	0	-100%
52100	1st Thursday Expenses		
52200	LOTO Expenses		
52300	Partnership Expenses		
52400	Other Event Expenses		-100%
53000	Store Expenses	0	
53100	Museum Store Expenses		
53200	EF Store Expenses		
53300	Consignment Sales Expenses		
54000	Museum Activities	0	
54100	Program	0	
54110	Group Visits		
54120	Brick		
54130	Honoraria		
54140	Other		
54200	Exhibit Expenses		
54300	Fundraising		
60000	Payroll and Related Expenses	408,856	40%
61000	Wages	276,524	27%
62000	Payroll Tax Expense	21,919	28%
62100	Federal (941) Payroll Taxes	21,154	27%
62300	SUTA	765	75%
63000	Benefits	43,913	-21%
63100	Health and Other Employee Insurance	24,206	-27%
63200	Company Retirement Contributions	6,707	13%
63300	Car Allowance	0	
63400	Relocation Expenses	0	
63500	Training and Development	12,000	-23%
63600	Employee Relations	1,000	0%
64000	Contract Labor	66,500	3067%
65000	Payroll Processing Fees		100%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Town Center	
		2018	% Increase / (Decrease)
70000	Operating Expenses	293,764	10%
71000	Marketing	33,500	294%
71100	Advertising Expenses	3,000	
71110	Agency Advertising		
71120	Non-Agency Advertising	3,000	
71200	Agency Fees		
71300	Promotion	18,500	208%
71310	Promotion Expenses	18,500	208%
71320	Signage-Tourism		
71400	Printing	5,000	100%
71410	Visitors Guide		
71420	Other Brochures	5,000	100%
71500	Website	7,000	
71600	Mailings		
72000	Sales and Development	6,700	22%
72100	Promotional Items	3,000	0%
72200	Meals	1,500	50%
72300	Groups		
72400	Sports		
72500	Meetings	1,000	0%
72600	Memberships	1,200	150%
72700	Tourism Development		
73000	Office and Administrative Expenses	15,000	-24%
73100	Office Expenses	6,300	-35%
73110	Office Supplies	3,000	-40%
73120	Office Equipment Leases	1,700	3%
73130	Office Equipment Purchases	1,500	-50%
73140	Subscriptions	100	0%
73200	Fees	4,500	-25%
73210	Bank Service Charges		100%
73220	Credit Card Fees	4,500	-25%
73400	Business Taxes and Licenses	4,000	25%
73500	Accounting, Audit, and Legal Expenses		
73700	Postage and Shipping	200	-75%
73900	Collection Expenses		
74000	Travel	9,600	3%
74100	Lodging	3,600	85%
74200	Mileage	1,000	-58%

Fayetteville A&P Commission**2018 Initial Budget Workbook**

Account Number	Account Name	Town Center	
		2018	% Increase / (Decrease)
74300	Transportation	3,000	22%
74400	Meals Out of Town	2,000	-20%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Town Center	
		2018	% Increase / (Decrease)
75000	IT Expenses	8,300	-15%
75100	Computer Hardware	1,800	-64%
75200	Software Purchases and Subscriptions	5,000	4%
75300	IT Support and Consulting	1,500	
76000	Insurance	2,804	0%
76100	Insurance - Building	2,804	0%
76200	Insurance - W/C		
76300	Insurance - D & O		
77000	Facilities	217,860	3%
77100	Rent		
77200	Internet & Telephone	13,500	15%
77300	Utilities	68,720	-14%
77310	Electric	50,000	-17%
77320	Gas	9,000	0%
77330	Water	9,720	-12%
77400	Repairs and Maintenance	30,000	0%
77500	Janitorial Supplies	17,640	8%
77600	Maintenance Contracts	38,000	0%
77800	FFE and Improvements	50,000	39%
80000	Grants Awarded		
80100	Current Year Spring		
80200	Prior Year Fall		
90000	Other Expenses	0	
90100	Bond Payments		
90200	Major Capital Purchases	0	
90210	Walker Stone House Purchase		
90300	Future Project Funding	0	
90310	Future Capital Improvement		
90320	Operating Reserves		
	TOTAL EXPENSE	796,620	23%
	NET REVENUE OVER/(UNDER EXPENSE)	(3,753)	

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Walker-Stone House	
		2018	% Increase / (Decrease)
REVENUE			
40000	Revenue		
41000	Hotel, Motel, Restaurant Taxes		
41100	HMR Taxes		
41200	PY Hotel, Motel, Restaurant Tax		
42000	Rental Income		
42100	Facility Rental		
42200	Rental Items		
42300	Alcohol Sales		
42400	Third Party Rental Revenue		
43000	Event Income		
43100	1st Thursday Income		
43200	LOTO Income		
43300	Partnership Income		
43400	Other Event Income		
44000	Sales		
44100	Museum Store Sales		
44200	Visitor Store Sales		
44210	Regular Store Sales		
44220	Consignment Sales		
45000	Parking Revenue		
45100	Parking Machine Revenue		
45200	Parking Lease Revenue		
46000	Ad Income		
46100	Visitor Guide Ad Income		
46200	Other Ad Income		
47000	Museum Revenue		
47100	Admission Revenue		
47200	Contribution		
47300	Membership		
49000	Interest Income		
49001	Investment Account Interest		
49002	Checking Account Interest		
	TOTAL REVENUE	0	

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Walker-Stone House	
		2018	% Increase / (Decrease)
EXPENSE			
50000	Rental/and Event Expenses		
51000	Rental Expenses		
51100	Facility Rental Expenses		
51200	Rental Items/Linens		
51300	Alcohol and Bar Supply Expenses		
51400	Third Party Rental Expenses		
52000	Event Expenses	0	
52100	1st Thursday Expenses		
52200	LOTO Expenses		
52300	Partnership Expenses		
52400	Other Event Expenses		
53000	Store Expenses	0	
53100	Museum Store Expenses		
53200	EF Store Expenses		
53300	Consignment Sales Expenses		
54000	Museum Activities	0	
54100	Program	0	
54110	Group Visits		
54120	Brick		
54130	Honoraria		
54140	Other		
54200	Exhibit Expenses		
54300	Fundraising		
60000	Payroll and Related Expenses	0	
61000	Wages	0	
62000	Payroll Tax Expense	0	
62100	Federal (941) Payroll Taxes	0	
62300	SUTA	0	
63000	Benefits	0	
63100	Health and Other Employee Insurance	0	
63200	Company Retirement Contributions	0	
63300	Car Allowance		
63400	Relocation Expenses		
63500	Training and Development		
63600	Employee Relations		
64000	Contract Labor		
65000	Payroll Processing Fees		

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Walker-Stone House	
		2018	% Increase / (Decrease)
70000	Operating Expenses	211,968	-11%
71000	Marketing	0	
71100	Advertising Expenses	0	
71110	Agency Advertising		
71120	Non-Agency Advertising		
71200	Agency Fees		
71300	Promotion	0	
71310	Promotion Expenses		
71320	Signage-Tourism		
71400	Printing	0	
71410	Visitors Guide		
71420	Other Brochures		
71500	Website		
71600	Mailings		
72000	Sales and Development	0	
72100	Promotional Items		
72200	Meals		
72300	Groups		
72400	Sports		
72500	Meetings		
72600	Memberships		
72700	Tourism Development		
73000	Office and Administrative Expenses	0	
73100	Office Expenses	0	
73110	Office Supplies		
73120	Office Equipment Leases		
73130	Office Equipment Purchases		
73140	Subscriptions		
73200	Fees	0	
73210	Bank Service Charges		
73220	Credit Card Fees		
73400	Business Taxes and Licenses		
73500	Accounting, Audit, and Legal Expenses		
73700	Postage and Shipping		
73900	Collection Expenses		
74000	Travel	0	
74100	Lodging		
74200	Mileage		

Fayetteville A&P Commission**2018 Initial Budget Workbook**

Account Number	Account Name	Walker-Stone House	
		2018	% Increase / (Decrease)
74300	Transportation		
74400	Meals Out of Town		

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Walker-Stone House	
		2018	% Increase / (Decrease)
75000	IT Expenses	0	
75100	Computer Hardware		
75200	Software Purchases and Subscriptions		
75300	IT Support and Consulting		
76000	Insurance	4,660	-4%
76100	Insurance - Building	4,660	-4%
76200	Insurance - W/C		
76300	Insurance - D & O		
77000	Facilities	207,308	-11%
77100	Rent	900	
77200	Internet & Telephone	1,800	
77300	Utilities	2,664	-48%
77310	Electric	1,080	-51%
77320	Gas	864	-21%
77330	Water	720	-60%
77400	Repairs and Maintenance	25,000	
77500	Janitorial Supplies	600	
77600	Maintenance Contracts	1,344	-47%
77800	FFE and Improvements	175,000	-22%
80000	Grants Awarded		
80100	Current Year Spring		
80200	Prior Year Fall		
90000	Other Expenses	0	
90100	Bond Payments		
90200	Major Capital Purchases	0	
90210	Walker Stone House Purchase		
90300	Future Project Funding	0	
90310	Future Capital Improvement		
90320	Operating Reserves		
	TOTAL EXPENSE	211,968	-11%
	NET REVENUE OVER/(UNDER EXPENSE)	(211,968)	

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Clinton House Museum	
		2018	% Increase / (Decrease)
REVENUE			
40000	Revenue		
41000	Hotel, Motel, Restaurant Taxes		
41100	HMR Taxes		
41200	PY Hotel, Motel, Restaurant Tax		
42000	Rental Income	3,500	0%
42100	Facility Rental	3,500	0%
42200	Rental Items		
42300	Alcohol Sales		
42400	Third Party Rental Revenue		100%
43000	Event Income	3,000	-40%
43100	1st Thursday Income		
43200	LOTO Income		
43300	Partnership Income		
43400	Other Event Income	3,000	-40%
44000	Sales	8,500	13%
44100	Museum Store Sales	8,500	13%
44200	Visitor Store Sales	0	
44210	Regular Store Sales		
44220	Consignment Sales		
45000	Parking Revenue		
45100	Parking Machine Revenue		
45200	Parking Lease Revenue		
46000	Ad Income		
46100	Visitor Guide Ad Income		
46200	Other Ad Income		
47000	Museum Revenue	20,500	-61%
47100	Admission Revenue	500	-98%
47200	Contribution	20,000	-33%
47300	Membership		
49000	Interest Income	200	0%
49001	Investment Account Interest		
49002	Checking Account Interest	200	0%
	TOTAL REVENUE	35,700	-48%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Clinton House Museum	
		2018	% Increase / (Decrease)
EXPENSE			
50000	Rental/and Event Expenses	37,000	40%
51000	Rental Expenses	1,000	0%
51100	Facility Rental Expenses	500	0%
51200	Rental Items/Linens	500	0%
51300	Alcohol and Bar Supply Expenses		
51400	Third Party Rental Expenses		
52000	Event Expenses	15,000	150%
52100	1st Thursday Expenses		
52200	LOTO Expenses		
52300	Partnership Expenses		
52400	Other Event Expenses	15,000	150%
53000	Store Expenses	5,000	-7%
53100	Museum Store Expenses	5,000	-7%
53200	EF Store Expenses		
53300	Consignment Sales Expenses		
54000	Museum Activities	16,000	13%
54100	Program	6,000	186%
54110	Group Visits	250	0%
54120	Brick	250	-29%
54130	Honoraria	500	-67%
54140	Other	5,000	100%
54200	Exhibit Expenses	5,000	-50%
54300	Fundraising	5,000	150%
60000	Payroll and Related Expenses	109,746	-31%
61000	Wages	85,400	-32%
62000	Payroll Tax Expense	6,782	-31%
62100	Federal (941) Payroll Taxes	6,533	-32%
62300	SUTA	249	-19%
63000	Benefits	17,564	-24%
63100	Health and Other Employee Insurance	13,045	-21%
63200	Company Retirement Contributions	2,219	-25%
63300	Car Allowance		
63400	Relocation Expenses		
63500	Training and Development	2,000	-43%
63600	Employee Relations	300	50%
64000	Contract Labor		
65000	Payroll Processing Fees		100%

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Account Number	Account Name	Clinton House Museum	
		2018	% Increase / (Decrease)
70000	Operating Expenses	65,501	32%
71000	Marketing	13,600	504%
71100	Advertising Expenses	6,000	500%
71110	Agency Advertising		
71120	Non-Agency Advertising	6,000	500%
71200	Agency Fees		
71300	Promotion	600	
71310	Promotion Expenses	600	
71320	Signage-Tourism		
71400	Printing	1,000	0%
71410	Visitors Guide		
71420	Other Brochures	1,000	0%
71500	Website	6,000	
71600	Mailings		-100%
72000	Sales and Development	1,750	192%
72100	Promotional Items	500	
72200	Meals		
72300	Groups		
72400	Sports		
72500	Meetings		
72600	Memberships	1,000	67%
72700	Tourism Development	250	
73000	Office and Administrative Expenses	2,600	-30%
73100	Office Expenses	2,000	0%
73110	Office Supplies	2,000	0%
73120	Office Equipment Leases		
73130	Office Equipment Purchases		
73140	Subscriptions		
73200	Fees	250	-77%
73210	Bank Service Charges		100%
73220	Credit Card Fees	250	-77%
73400	Business Taxes and Licenses	100	0%
73500	Accounting, Audit, and Legal Expenses		
73700	Postage and Shipping	250	-50%
73900	Collection Expenses		
74000	Travel	3,075	25%
74100	Lodging	1,500	46%
74200	Mileage	125	-80%

Fayetteville A&P Commission**2018 Initial Budget Workbook**

Account Number	Account Name	Clinton House Museum	
		2018	% Increase / (Decrease)
74300	Transportation	1,200	243%
74400	Meals Out of Town	250	-46%

Fayetteville A&P Commission

2018 Initial Budget Workbook

Account Number	Account Name	Clinton House Museum	
		2018	% Increase / (Decrease)
75000	IT Expenses	900	-80%
75100	Computer Hardware	500	-58%
75200	Software Purchases and Subscriptions	400	100%
75300	IT Support and Consulting		-100%
76000	Insurance	306	-5%
76100	Insurance - Building	306	-5%
76200	Insurance - W/C		
76300	Insurance - D & O		
77000	Facilities	43,270	21%
77100	Rent	14,400	0%
77200	Internet & Telephone	2,520	19%
77300	Utilities	3,600	-6%
77310	Electric	1,260	-3%
77320	Gas	1,020	7%
77330	Water	1,320	-18%
77400	Repairs and Maintenance	22,000	120%
77500	Janitorial Supplies	750	50%
77600	Maintenance Contracts		-100%
77800	FFE and Improvements		
80000	Grants Awarded		
80100	Current Year Spring		
80200	Prior Year Fall		
90000	Other Expenses	0	
90100	Bond Payments		
90200	Major Capital Purchases	0	
90210	Walker Stone House Purchase		
90300	Future Project Funding	0	
90310	Future Capital Improvement		
90320	Operating Reserves		
	TOTAL EXPENSE	212,247	-9%
	NET REVENUE OVER/(UNDER EXPENSE)	(176,547)	