

# **Benton Advertising & Promotion Commission**

## **Agenda**

**April 13, 2022**

**3:30 pm at the Benton Municipal Complex in Council Chambers**

**I. Call to Order**

<b>II. Roll Call</b>	<b>Present</b>	<b>Absent</b>
Steve Brown	_____	_____
Alison Burch	_____	_____
Brandi Crabtree	_____	_____
Bill Eldridge	_____	_____
Elgin Hamner IV	_____	_____
Steve Lee	_____	_____
Luke Moody	_____	_____

**III. Minutes from March Meeting**

**IV. Financial Reports**

- A. Profit and Loss Reports – Jordan Woolbright
- B. Bank Balances and Collections Report – Mandy Spicer

**V. Administrative**

Delinquency Report – Mandy Spicer

**VI. Funding Requests**

- A. Gann Museum of Saline County – Vote
- B. Saline County Art League – 1<sup>st</sup> Reading
- C. Saline County Comic Expo – 1<sup>st</sup> Reading

**VII. Report from Benton Event Center – Nikki Chumley**

**VIII. Old Business**

- A. Digital Sign Replacement Update – Nikki Chumley
- B. RFQ for Land for Future Project Development Update – Bill Eldridge
- C. Policy for Funding – Luke Moody
- D. Downtown Light Project Update

**IX. New Business**

- A. Collection of A&P Taxes from Vacation Rentals and Airbnb Listings – Bill Eldridge
- B. Northwest Arkansas Benchmarking Tour – Bill Eldridge

**X. Other Business**

**XI. Adjournment**

# **BENTON ADVERTISING & PROMOTION COMMISSION**

## **Minutes**

**March 9, 2022**

### **I. CALL TO ORDER**

Chairman Bill Eldridge called the regularly scheduled meeting of the Benton Advertising & Promotion Commission to order on March 9, 2022 at 3:30 pm at the Benton Municipal Complex in Council Chambers.

### **II. ROLL CALL**

Commissioners in attendance included: Bill Eldridge, Steve Brown, Luke Moody and Steve Lee. Brandi Crabtree, Elgin Hamner IV and Alison Burch were absent.

### **III. MINUTES**

Luke Moody made a motion to approve the minutes of the February 9, 2022 meeting. Steve Brown seconded. Motion carried.

### **IV. FINANCIAL REPORTS**

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of February 28, 2022:

Bank OZK – Focus Group Project	\$41,385.30
Bank OZK – A&P	\$31,925.06
Bank OZK – Event Center	\$322,314.78
Bank OZK – Savings	<u>\$347,628.14</u>
Total Checking/Savings	\$743,253.28

A&P profit and loss statement: for the month of February 2022 total income of \$12,541.93 and total expenses of \$7,733.33 resulting in net income of \$4,808.60. For the year to date as of February 2022 total income of \$27,834.87, total operating expenses of \$15,677.76 and capital expenditures of \$75,000.00 resulting in a net loss of (\$62,842.89).

Event Center profit and loss statement: for the month of February 2022 total income of \$63,020.62, total operating expenses of \$31,249.89 and capital expenditures of \$4,000.00 resulting in a net loss of (\$27,770.73). For the year to date as of February 2022 total income of \$109,225.73, total operating expenses of \$75,141.61 and capital expenditures of \$112,602.37 resulting in a net loss of (\$78,518.25).

Focus Group profit and loss statement: for the month of February 2022 total income of \$12,539.94 and total expenses of \$0 resulting in net income of \$12,539.94. For the year to date as of February 2022 total income of \$27,830.53 and total expenses of \$0 resulting in net income of \$27,830.53.

City of Benton Financial Officer Mandy Spicer presented the bank account report with the following balances as of February 28, 2022:

A&P Collections General	\$131,116.39
Bond Account	Closed
A&P Large Project Checking	\$1,823,404.86
A&P Small Project Checking	\$82,770.59
A&P General Operating Checking	\$31,925.06
Benton Focus Group Checking	\$41,385.30
Benton Event Center Gen Operating Checking	\$322,314.78
Benton Event Center Savings	<u>\$347,628.14</u>
	\$2,780,545.12

Collections received in the month of February 2022 were \$129,638.16 which is 19% higher than collections in February 2021. Below are the amounts collected in February of this year along with February of the previous three years:

2022 Collections	\$129,638.16
2021 Collections	\$109,322.08
2020 Collections	\$117,613.40
2019 Collections	\$107,528.57

There are currently only a few delinquencies and they are expected to bring their accounts current.

Luke Moody made a motion to accept the financial reports as presented. Steve Lee seconded. Motion carried.

V. FUNDING REQUEST

Gann Museum of Saline County submitted a funding application for \$4,185. Bill Eldridge is the treasurer for the museum and will recuse himself from voting on the request. Lindsay Jordan is the Executive Director of the museum and was recognized to address the commission. Lindsay reviewed the history of the museum and said visitors have increased over the last five years. She thanked the commissioners for their consideration of the funding request. Bill Eldridge stated that with his recusal, there is not a quorum to vote on the request and the vote would happen at the next meeting.

VI. REPORT FROM BENTON EVENT CENTER

Director Nikki Chumley reported that there have been 11 events in the building since the last A&P meeting including a two week children's consignment sale, the Arkansas Attorney General Office of the Year banquet with guests from all over the state and a gun and knife show. Bookings continue to increase resulting in very few weekend availabilities for the rest of the year.

VII. OLD BUSINESS

- A. Digital Sign Replacement – Nikki Chumley updated that the shipping date for the new sign is still March 24.
- B. RFQ for Land for Future Project Development Update – Mandy Spicer reported that three responses were received in response to the published RFQ for land for future project development. Bill Eldridge recognized Bill White who submitted one of the responses. He distributed a book of information about his River Road Site and gave a brief history of the property. Bill Eldridge suggested that a committee be formed to review the responses to determine next steps. The committee will be comprised of Mayor Tom Farmer, Bill Eldridge, Steve Brown, Luke Moody and a representative from Benton Parks.
- C. Policy for Funding – Bill Eldridge reported that the committee (himself, Steve Brown and Luke Moody) met and made some revisions to the policies. The changes were submitted to City Attorney Baxter Drennon. The committee will review the policies and present the final document at the next meeting.

IIX. NEW BUSINESS


None.


IX. OTHER BUSINESS

None.

X. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Steve Lee seconded. Motion carried. The meeting was adjourned at 3:54 pm.

  
\_\_\_\_\_  
Bill Eldridge, Chairman

  
\_\_\_\_\_  
Amy McCormick, Recording Secretary

**Benton A&P Commission**  
**Statement of Assets, Liabilities & Equity - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**As of March 31, 2022**

	<u>Mar 31, 22</u>	
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Bank OZK - Focus Group Project	54,669.68	10%
Bank OZK - A&P	35,127.98	10%
Bank OZK - Event Center	348,888.19	
Bank OZK - Savings	347,648.81	
<b>Total Checking/Savings</b>	<u>786,334.66</u>	
<b>Total Current Assets</b>	<u>786,334.66</u>	
<b>TOTAL ASSETS</b>	<u><u>786,334.66</u></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Other Current Liabilities</b>		
Sales Tax Payable	1,116.45	
<b>Total Other Current Liabilities</b>	<u>1,116.45</u>	
<b>Total Current Liabilities</b>	<u>1,116.45</u>	
<b>Total Liabilities</b>	1,116.45	
<b>Equity</b>		
Retained Earnings	856,449.90	
Net Income	(71,231.69)	
<b>Total Equity</b>	<u>785,218.21</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>786,334.66</u></u>	

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**March 2022**

	<u>Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	1.03	4.22	(3.19)	24.41%
Sales Tax Revenue	13,282.60	11,800.00	1,482.60	112.56%
Total Income	<u>13,283.63</u>	<u>11,804.22</u>	<u>1,479.41</u>	<u>112.53%</u>
Gross Profit	13,283.63	11,804.22	1,479.41	112.53%
Expense				
Accounting Services	225.00	225.00	0.00	100.0%
Advertising Expense	265.20	41.60	223.60	637.5%
Funding	2,154.84	3,333.34	(1,178.50)	64.65%
Legal Counsel	750.00	750.00	0.00	100.0%
Office Expense	27.34	0.00	27.34	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>10,080.71</u>	<u>11,008.27</u>	<u>(927.56)</u>	<u>91.57%</u>
Net Ordinary Income	<u>3,202.92</u>	<u>795.95</u>	<u>2,406.97</u>	<u>402.4%</u>
Net Income	<u>3,202.92</u>	<u>795.95</u>	<u>2,406.97</u>	<u>402.4%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**January through March 2022**

	<u>Jan - Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	5.97	11.03	(5.06)	54.13%
Sales Tax Revenue	41,112.53	37,000.00	4,112.53	111.12%
Total Income	<u>41,118.50</u>	<u>37,011.03</u>	<u>4,107.47</u>	<u>111.1%</u>
Gross Profit	41,118.50	37,011.03	4,107.47	111.1%
Expense				
Accounting Services	775.00	675.00	100.00	114.82%
Advertising Expense	326.30	401.60	(75.30)	81.25%
Funding	2,404.84	10,000.00	(7,595.16)	24.05%
Legal Counsel	2,250.00	2,250.00	0.00	100.0%
Office Expense	27.34	0.00	27.34	100.0%
Service Agreement	19,974.99	19,974.99	0.00	100.0%
Total Expense	<u>25,758.47</u>	<u>33,301.59</u>	<u>(7,543.12)</u>	<u>77.35%</u>
Net Ordinary Income	15,360.03	3,709.44	11,650.59	414.08%
Other Income/Expense				
Other Expense				
Capital Expenditures	75,000.00	75,000.00	0.00	100.0%
Total Other Expense	<u>75,000.00</u>	<u>75,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Net Other Income	<u>(75,000.00)</u>	<u>(75,000.00)</u>	<u>0.00</u>	<u>100.0%</u>
Net Income	<u>(59,639.97)</u>	<u>(71,290.56)</u>	<u>11,650.59</u>	<u>83.66%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**March 2022**

	<u>Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
Interest	34.69	51.00	(16.31)	68.02%
Sales-Revenue				
Alcohol Sales-Beer/Wine	1,157.49	400.00	757.49	289.37%
Alcohol Sales-Mixed Drinks	1,694.47	200.00	1,494.47	847.24%
Sales-Revenue - Other	51,835.36	31,000.00	20,835.36	167.21%
Total Sales-Revenue	54,687.32	31,600.00	23,087.32	173.06%
Sales Tax Revenue	13,282.60	11,800.00	1,482.60	112.56%
Total Income	68,004.61	43,451.00	24,553.61	156.51%
Gross Profit	68,004.61	43,451.00	24,553.61	156.51%
Expense				
Alcohol Expense	312.77	400.00	(87.23)	78.19%
Bank Service Fees	786.86	308.16	478.70	255.34%
Building Alarm System	0.00	40.00	(40.00)	0.0%
Cable TV	174.98	175.70	(0.72)	99.59%
Contract Labor	3,718.75	3,529.45	189.30	105.36%
Fire Alarm System	0.00	71.10	(71.10)	0.0%
Health Insurance	1,182.66	1,182.66	0.00	100.0%
Internet	323.95	410.92	(86.97)	78.84%
Labor Expenses	12,149.42	12,176.55	(27.13)	99.78%
Laundry Expense	1,116.90	600.00	516.90	186.15%
Mileage Reimbursement	62.70	45.00	17.70	139.33%
Office Expense	419.81	6.10	413.71	6,882.13%
Pest Control Expense	131.26	65.63	65.63	200.0%
Repairs & Maintenance	9,610.64	3,400.00	6,210.64	282.67%
Supplies	3,458.66	3,000.00	458.66	115.29%
Telephone Expense	220.04	281.00	(60.96)	78.31%
Trash Pickup	286.36	350.00	(63.64)	81.82%
Utilities	5,927.28	5,300.00	627.28	111.84%
Website	2,309.95	59.95	2,250.00	3,853.13%
Total Expense	42,192.99	31,402.22	10,790.77	134.36%
Net Ordinary Income	25,811.62	12,048.78	13,762.84	214.23%
Net Income	25,811.62	12,048.78	13,762.84	214.23%

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.



**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**January through March 2022**

	<u>Jan - Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
Interest	102.86	150.07	(47.21)	68.54%
Sales-Revenue				
Alcohol Sales-Beer/Wine	2,743.69	1,694.72	1,048.97	161.9%
Alcohol Sales-Mixed Drinks	2,084.35	769.82	1,314.53	270.76%
Refunds/Returns	(150.00)	0.00	(150.00)	100.0%
Sales-Revenue - Other	131,336.91	83,000.00	48,336.91	158.24%
Total Sales-Revenue	136,014.95	85,464.54	50,550.41	159.15%
Sales Tax Revenue	41,112.53	37,000.00	4,112.53	111.12%
Total Income	177,230.34	122,614.61	54,615.73	144.54%
Gross Profit	177,230.34	122,614.61	54,615.73	144.54%
Expense				
Advertising Expense	174.20	0.00	174.20	100.0%
Alcohol Expense	2,300.88	2,800.00	(499.12)	82.17%
Bank Service Fees	1,820.80	1,336.71	484.09	136.22%
Building Alarm System	0.00	530.00	(530.00)	0.0%
Cable TV	526.38	527.10	(0.72)	99.86%
Contract Labor	8,946.35	8,234.00	712.35	108.65%
Dues & Memberships	325.00	823.62	(498.62)	39.46%
Fire Alarm System	637.20	213.30	423.90	298.73%
Health Insurance	3,902.76	3,547.98	354.78	110.0%
Internet	971.85	1,232.76	(260.91)	78.84%
Labor Expenses	36,394.37	36,673.64	(279.27)	99.24%
Laundry Expense	3,386.84	1,600.00	1,786.84	211.68%
Linen & Supplies	1,007.15	1,100.00	(92.85)	91.56%
Mileage Reimbursement	188.10	135.00	53.10	139.33%
Office Expense	619.81	106.71	513.10	580.84%
Pest Control Expense	262.52	196.89	65.63	133.33%
Postage	0.00	22.13	(22.13)	0.0%
Repairs & Maintenance	28,788.96	21,997.00	6,791.96	130.88%
Supplies	5,815.10	7,000.00	(1,184.90)	83.07%
Telephone Expense	556.00	666.85	(110.85)	83.38%
Trash Pickup	790.24	854.00	(63.76)	92.53%
Utilities	17,490.24	15,900.00	1,590.24	110.0%
Website	2,429.85	179.85	2,250.00	1,351.04%
Total Expense	117,334.60	105,677.54	11,657.06	111.03%
Net Ordinary Income	59,895.74	16,937.07	42,958.67	365.64%
Other Income/Expense				
Other Expense				
Capital Expenditures	112,602.37	108,602.37	4,000.00	103.68%
Total Other Expense	112,602.37	108,602.37	4,000.00	103.68%
Net Other Income	(112,602.37)	(108,602.37)	(4,000.00)	103.68%
Net Income	<u>(52,706.63)</u>	<u>(91,665.30)</u>	<u>38,958.67</u>	<u>57.5%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**March 2022**

	<u>Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	1.78	0.00	1.78	100.0%
Sales Tax Revenue	13,282.60	11,800.00	1,482.60	112.56%
Total Income	<u>13,284.38</u>	<u>11,800.00</u>	<u>1,484.38</u>	<u>112.58%</u>
Gross Profit	<u>13,284.38</u>	<u>11,800.00</u>	<u>1,484.38</u>	<u>112.58%</u>
Net Ordinary Income	<u>13,284.38</u>	<u>11,800.00</u>	<u>1,484.38</u>	<u>112.58%</u>
Net Income	<u>13,284.38</u>	<u>11,800.00</u>	<u>1,484.38</u>	<u>112.58%</u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

**Benton A&P Commission**  
**Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis**  
**Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted**  
**January through March 2022**

	<u>Jan - Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2.38	0.00	2.38	100.0%
Sales Tax Revenue	41,112.53	37,000.00	4,112.53	111.12%
Total Income	41,114.91	37,000.00	4,114.91	111.12%
Gross Profit	41,114.91	37,000.00	4,114.91	111.12%
Net Ordinary Income	41,114.91	37,000.00	4,114.91	111.12%
Net Income	41,114.91	37,000.00	4,114.91	111.12%

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances  
March 31, 2022

Account Name		Acct #	Reconciled Balance
<u>Cash Accounts:</u>			
A&P Collections General		***1584	614.54
Bond Account		***1592	CLOSED
A&P Large Project Checking	50%	***0318	1,891,973.89
A&P Small Project Checking	20%	***0348	74,733.29
A&P General Op Checking	10%	***3297	35,127.98
Benton Focus Group Checking	10%	***2274	54,669.68
Benton Event Center General Op Checking	10%	***2640	358,626.30
Benton Event Center Savings		***9832	347,648.81
TOTAL OPERATING CASH & INVESTMENTS			<u><u>2,763,394.49</u></u>

[illegible]

NANDY - ARE THE (3) GROCERY STORES.....?

[illegible]

# BENTON ADVERTISING AND PROMOTION COMMISSION FUNDING REQUEST APPLICATION Revised

Please fill out all information even if the answer is "don't know" or "not applicable." If you need to broaden any information, please attach additional material you feel warranted.

This application is being made by Gann Museum of Saline County  
Organization

1. Event Title 2022 Advertising

2. Description of the event and purpose of the event  
2022 Yearly Advertising

3. Date of scheduled event — Rain Date —

4. Location(s) of event Gann Museum of Saline County

5. Contact Person or Event Chairman Lindsay Jordan  
Address 218 S. Market Benton, AR 72015  
Phone # 501-778-5513  
Fax # thegannmuseum@gmail.com

6. Names of individuals on the event planning committee and their area of responsibility.

Name	Title	Name	Title
—			

7. Names of individuals on the Board of Directors and terms (if applicable).

President	<u>Betty Green</u>	<u>Steve Perdue</u>
Vice-President	<u>Alissa Turner</u>	<u>Joyce Porter</u>
Secretary	<u>Brett Chumley</u>	<u>Joyce Whitley</u>
Treasurer	<u>Bill Eldridge</u>	<u>Sharon Daugherty</u>
		<u>Sharon Dickinson</u>
		<u>Robert Ashby</u>

8. Amount of funding requested \$ 4,185.00  
Explain specific information regarding your request.  
\* See attached advertising budget

9. What is the estimated total cost of the event? —  
(Attach fully itemized budget)

10. Is this a first-time event? — If not, what year was your first event? —

11. Has the Commission provided funding in the past? Yes

Please list what years funding was provided, how much and how that funding was spent

Year	Amount	How Spent
<u>2018</u>	<u>3,100.00</u>	<u>Bright Print, Saline Courier, vistaprint, table top ad</u>
<u>2019</u>	<u>3,280.00</u>	<u>"</u>
<u>2020</u>	<u>3,180.00</u>	<u>"</u>
<u>2021</u>	<u>2,835.00</u>	<u>"</u>

12. What other funding sources are being sought? (i.e. grants, corporate sponsorships, etc.)

Memberships and donations are the museums  
life source. Operational grants are also  
sought.

13. List all revenue sources, pre-event and gate ticket sales, concession/vendors, registration fees, program fees, program ads, etc.:

—

14. If this is an existing event, list the attendance for the past two years and explain how that count was reached.

For the past several years visitors to our  
historic museum had tripled thanks in large  
part to the funding for advertising received  
from the ADP Commission. Since COVID, our  
members have taken a hit - we went from 678  
in 2019 to only 75 in 2020. Advertising brought us  
up to 461 in 2021.

15. If this is a first-time event, what is the projected attendance? —  
On what is this projection based?  

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16. Who is your target audience?  
Anyone with an interest in history
17. Is this event designed to profit Benton primarily from spectators or participants?  

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18. Will this event appeal to Benton's current customers? Explain  

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19. Will this event create a new customer for Benton? Explain  

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20. Is the event planned to be an annual event? —
21. Is the event designed to prompt cause overnight visits? —
22. List the estimated number of people visiting and number of days/nights they will be in Benton.  

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23. Are there similar events in other areas that can be used to gauge this event's potential? Explain  

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24. Do you have a marketing/public relations plan for promotion of the event? If so, please attach timetable and what type of advertising will be done.  

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25. List all planned activities (i.e. music, food, craft show, entertainment) and/or attach your proposed schedule of events and rain dates.

The Gann Museum of Saline County will provide two featured exhibits in 2022 along with our many permanent ones. The History of the Saline Courier and our annual Fall art exhibit.

26. Are there any charities and/or special interest groups benefiting from the proceeds of the event? If so, please list:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

27. Add any other information that you believe helps justify the use of Advertising and Promotion funds on this event.

The Gann Museum is incredibly thankful to the A & P without whom we might not be open to the public.

We, Gann Museum of Saline Co. (requesting organization) agree to release the Benton Advertising and Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed Lurebay Jordan Date 01/06/2022  
(Organization President/Chair/Official)

The Benton Advertising and Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed Lurebay Jordan Date 01/06/2022  
(Requesting Organization)

We, Gann Museum (requesting organization) have read and understand the policy for organizational funding.

Signed Lurebay Jordan Date 01/06/2022  
(Requesting Organization)

# The Gann Museum of Saline County

## Proposed Advertising Budget 2022

Requesting \$4,185.00

1. The Gann Legacy Newsletter- twice a year from Alright Printing Company - \$930.00
2. Saline Courier newspaper ads- \$500.00
3. Table top ad at Burger Shack- \$200.00
4. MySaline.com – \$2000.00
5. Benton Football Program- \$160.00
6. Benton Area Chamber Directory Ad- \$395.00

## Disclosure Statement from Lindsay Jordan For A & P Commission April 13, 2022

I, Lindsay Jordan, Executive Director of the Gann Museum of Saline County, want to thank you for your consideration of the museum's application for advertising funds from the A & P. I am sorry to not be there in person, I wanted to be with my children, at home, during the storm and am watching live on Facebook.

Some of the funds requested will be used to advertise on MySaline.com, whom I do contract work for. MySaline.com receives over 250,000 website views per month, has over 55,000 followers across Facebook, Twitter, Instagram, and LinkedIn, and over 1,800 email newsletter subscribers. There is no better way to advertise in Saline County than on MySaline.com, it's the best avenue to get the latest information out to the community. As a result of the work, I do for MySaline.com, I'm able to see the analytics and know funds used to advertise on MySaline.com will result in many visitors, which could lead to new memberships, which is how the museum stays in operation. I will not be receiving a percentage of any A & P funds used for advertising on MySaline.com.

Lindsay Jordan, Executive Director  
Gann Museum of Saline County

# BENTON ADVERTISING AND PROMOTION COMMISSION FUNDING REQUEST APPLICATION Revised

Please fill out all information even if the answer is "don't know" or "not applicable." If you need to broaden any information, please attach additional material you feel warranted.

This application is being made by Saline County Art League  
Organization

1. Event Title Open Houses and themed events such as Ghost Story Night

2. Description of the event and purpose of the event

We plan to have the House open more often and more regularly this year. We had a small group from the State of Washington contact us this week to ask if we could open the House for them next month, as they come to visit the Benton area. We encourage these personal request, it brings attention to the House and to our area businesses. We also have themed events planned (such as the Ghost Story Night we held in 2021), during the Halloween Season, coinciding with other downtown business activities, to help draw more groups of people into the fun.

3. Date of scheduled event On-going Rain Date \_\_\_\_\_

4. Location(s) of event 503 North Main, Benton, AR

5. Contact Person or Event Chairman Harold D. Pelton

Address 716 Greenhill Road, Benton, AR 72019

Phone # 501-840-5873

Fax # \_\_\_\_\_

6. Names of individuals on the event planning committee and their area of responsibility.

Name	Title	Name	Title
<u>Harold D. Pelton</u>	<u>Chairman</u>	<u>Robert Edwards</u>	<u>Historian</u>
<u>Stacy Thomas</u>	<u>Event Planner</u>	<u>Daphne Shoppach</u>	<u>Event Planner</u>

7. Names of individuals on the Board of Directors and terms (if applicable).

Chair	<u>Harold D. Pelton</u>	Board Member	<u>Daphne and Mike Shoppach</u>
V P	<u>Joe Tollett</u>	Board Member	<u>Stacy Thomas</u>
Sec	<u>Michelle Shoppach</u>	Board Member	<u>Shelly Reed</u>
Treas	<u>Robert Edwards</u>	Board Member	<u>Alissa Turner</u>

8. Amount of funding requested \$3,060.00

Explain specific information regarding your request.

Newsletters – 750 copies – three (3) editions – for current and potential members; Thank You notes with envelopes – two (2) kinds -- 500 copies each; Donation and Membership envelopes – 500 copies – membership drive; Advertising spots in Saline Courier – four (4) – to highlight events and encourage participating in downtown attractions; Sandwich board inserts – four (4) – for streetside notice of special events.

9. What is the estimated total cost of the event?

\$ 3,460.00

(Attach fully itemized budget)

10. Is this a first-time event? No If not, what year was your first event? 1963

11. Has the Commission provided funding in the past? Yes

Please list what years funding was provided, how much and how that funding was spent

Year	Amount	How Spent
<u>2020</u>	<u>\$1,529.12</u>	<u>Newsletters; Envelopes; Thank You notes; Sandwich Boards</u>
<u>2021</u>	<u>\$2,080.00</u>	<u>Newsletters; Donation Cards; Tri-folds</u>

12. What other funding sources are being sought? (i.e. grants, corporate sponsorships, etc.)

Corporate Sponsors; Individual Memberships; Donations

13. List all revenue sources, pre-event and gate ticket sales, concession/vendors, registration fees, program fees, program ads, etc.:

Memberships; Business Sponsors; Individual donations; Facility use (such as  
Book Signings)

14. If this is an existing event, list the attendance for the past two years and explain how that count was reached.

Each Open Houses average around 70 over last four years. Determined by sign-in sheets.

15. If this is a first-time event, what is the projected attendance?

Not a first-time event. On what is this projection based?

16. Who is your target audience?  
Youth groups; Families; Historians; Genealogist; Photographers; the Curious.
17. Is this event designed to profit Benton primarily from spectators or participants?  
Our First target would be spectators to visit the House, see what we have, then decide to spend the day checking out what other offerings Downtown Benton has. Our Second target is soliciting participants who want to join in preserving Benton's history.
18. Will this event appeal to Benton's current customers? Explain  
Although the house has been here since 1853, each Open House offers up the same comments from visitors, "I've never noticed this house was here," and "I had no idea what this house was." From our observations, this usually results in a stronger interest in what else they've been missing about their wonderfully historic and uniquely appealing downtown.
19. Will this event create a new customer for Benton? Explain  
We believe our events appeal to a large audience of visitors who have little knowledge of the diverse architecture, engaging sites, first rate museums, wide ranging businesses and engaging citizens Benton has to offer. Benton has a Sense of Place and Pride of Community few can match. When we get them onto our property, we enjoy the opportunity to expound on other locations and businesses within our community that they need to check out.
20. Is the event planned to be an annual event?  
Yes
21. Is the event designed to prompt cause overnight visits?  
Encouraged absolutely. If your not local, you can't enjoy all Benton has to offer in one day.
22. List the estimated number of people visiting and number of days/nights they will be in Benton.  
Each Open House is expected to generate a minimum of 60 people visiting, this should generate food and beverage sales as well as fuel purchases. With out-of-state visitors contacting us to open the House for their visit, hotel stay's, gas and food purchases seem inevitable.
23. Are there similar events in other areas that can be used to gauge this event's potential?  
Explain  
Arkansas Heritage has similar programs that encourage Museum and site seeing attractions across the State. They seem to have success when advertised properly.
24. Do you have a marketing/public relations plan for promotion of the event? If so, please attach timetable and what type of advertising will be done.  
We want to get our Newsletter out three (3) times annually to spread the word; put out our Tri-fold flyers around town; run articles in the Saline Courier; involve the students of the East Program, and their parents, in our efforts. All of this is an ongoing project.

25. List all planned activities (i.e. music, food, craft show, entertainment) and/or attach your proposed schedule of events and rain dates.

Open House, annually in conjunction with other Saline County Museums; Open House, in conjunction with Old Fashioned Day; a couple of Open Houses over the summer months; Ghost Story Open House for at least two (2) nights in conjunction with other downtown business Halloween attractions; and through our advertising presence in our Newsletters and word-of-mouth by our members, we periodically open the House at the request from out-of-state visitors who are discovering us through our Newsletters and our Web site. This is primarily people who once lived in Benton and want to come back for a visit, spending time and money in our local businesses.

26. Are there any charities and/or special interest groups benefiting from the proceeds of the event? If so, please list:

We're confident other businesses will benefit from increased visitation into Downtown, but no charities or special interest groups are directly involved or associated with this request.

27. Add any other information that you believe helps justify the use of Advertising and Promotion funds on this event.

Our events promote visitation and foot traffic into the Downtown Benton area. We are enlightening and attracting local citizens, as well as visitors, because our unique place in History and Heritage of the founding of Benton.

Saline County Art League, Inc. we, (requesting organization) agree to release the Benton Advertising and Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed  Date 03/18/2022  
(Organization President/Chair/Official)

The Benton Advertising and Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed  SCAL Date 03/18/2022  
(Requesting Organization)

Saline County Art League, Inc. we, (requesting organization) have read and understand the policy for organizational funding.

Signed  SCAL Date 03/18/2022  
(Requesting Organization)



## **SALINE COUNTY ART LEAGUE**

*"Friends of the Shoppach House"*

503 N. Main Street  
Benton, Arkansas

March 18, 2022

### **Itemized Cost for 2022 Open Houses**

Four (4) Open Houses are currently in the works. Two (2) will be set during the Summer Months to encourage more family visits. Hopefully, we will be able to hold one in connection with Old Fashioned Day this year. We plan another Ghost Story night around Halloween. It was a great hit this last year. We held the event over two nights, with four or five groups each evening, and each group averaged six people. Over thirty (30) people enjoyed the thrill of the stories told by one of our members and some stories told by a young thespian from the Young Royal Players. The ghost stories had a connection to the house and were only slightly enhanced from actual events.

The following expenses will be incurred in making these events possible and well-advertised.

ITEM	COST
Newsletters – 750 copies – divided up for three mailings of 250 each	\$ 1,380.00
Membership Envelopes – 500 copies --	\$ 300.00
Thank You Cards – for donations – 1 box of 500	\$ 200.00
Thank You Cards – for appreciation of assistance – 1 box of 500	\$ 200.00
Envelopes for the Thank You Cards – 1,000	\$ 280.00
Advertising in Saline Courier – 4 times	\$ 500.00
Inserts for sandwich board signs – 4 inserts	\$ 200.00
Requested Assistance from A&P	<u>\$3,060.00</u>
Grounds prep	\$ 150.00
Cleaning materials	\$ 250.00
Hardware – such as battery powered lanterns, etc. for Ghost Night	\$ 300.00
Expected Total Expenses	<u>\$ 3,760.00</u>

Harold D. Pelton, Chairman  
Board of Directors  
Saline County Art League



# BENTON ADVERTISING AND PROMOTION COMMISSION FUNDING REQUEST APPLICATION Revised

Please fill out all information even if the answer is "don't know" or "not applicable." If you need to broaden any information, please attach additional material you feel warranted.

This application is being made by Saline County Comm Expo  
Organization

1. Event Title Saline County Comm Expo
2. Description of the event and purpose of the event  
\_\_\_\_\_  
\_\_\_\_\_
3. Date of scheduled event June 18 Rain Date June 19
4. Location(s) of event Benton Event Center
5. Contact Person or Event Chairman Michael Tinnel  
Address 2117 Sharon Rd  
Phone # 501 786 9951  
Fax # \_\_\_\_\_
6. Names of individuals on the event planning committee and their area of responsibility.

Name	Title	Name	Title
<u>Michael Tinnel</u>	<u>owner</u>	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

7. Names of individuals on the Board of Directors and terms (if applicable).

President	_____	_____
Vice-President	_____	_____
Secretary	_____	_____
Treasurer	_____	_____

8. Amount of funding requested \$ ~~15500~~ <sup>15500</sup> \$15500

Explain specific information regarding your request.

Exact total for 5 Bill boards from Outdoor Mng. Displays

9. What is the estimated total cost of the event? ~~14200~~ \$14,200  
(Attach fully itemized budget) see last page backside

10. Is this a first-time event? NO If not, what year was your first event? 2007

11. Has the Commission provided funding in the past? yes

Please list what years funding was provided, how much and how that funding was spent

Year	Amount	How Spent
<u>2020</u>	<u>          </u>	<u>AD'S</u>
<u>2019</u>	<u>          </u>	<u>AD'S</u>
<u>2018</u>	<u>          </u>	<u>AD'S</u>
<u>2017</u>	<u>          </u>	<u>AD'S</u>

12. What other funding sources are being sought? (i.e. grants, corporate sponsorships, etc.)

Asking for sponsorship

13. List all revenue sources, pre-event and gate ticket sales, concession/vendors, registration fees, program fees, program ads, etc.:

door admission (raising door price this year)

dealer booths

% off of food truck

14. If this is an existing event, list the attendance for the past two years and explain how that count was reached.

2021 - 1500 alt ticket sales  
2020 - 1000 alt Ticket Sales

15. If this is a first-time event, what is the projected attendance? NO  
On what is this projection based?  
\_\_\_\_\_  
\_\_\_\_\_
16. Who is your target audience? all ages family's  
\_\_\_\_\_
17. Is this event designed to profit Benton primarily from spectators or participants?  
yes, ~~asked~~ restaurants, Hotel, local shops  
\_\_\_\_\_
18. Will this event appeal to Benton's current customers? Explain  
yes, local show  
\_\_\_\_\_
19. Will this event create a new customer for Benton? Explain  
yes, Every year we see new faces  
\_\_\_\_\_
20. Is the event planned to be an annual event? yes  
\_\_\_\_\_
21. Is the event designed to prompt cause overnight visits? yes  
\_\_\_\_\_
22. List the estimated number of people visiting and number of days/nights they will be in Benton.  
1500 (saturday) We expect Fairfield to be sold out Fri-Sun  
\_\_\_\_\_  
\_\_\_\_\_
23. Are there similar events in other areas that can be used to gauge this event's potential? Explain  
not in Saline Co.  
\_\_\_\_\_  
\_\_\_\_\_
24. Do you have a marketing/public relations plan for promotion of the event? If so, please attach timetable and what type of advertising will be done.  
\_\_\_\_\_  
\_\_\_\_\_

Billboards  
Postcards  
Radio  
book store's

25. List all planned activities (i.e. music, food, craft show, entertainment) and/or attach your proposed schedule of events and rain dates.

June 18 10-5pm dealer room  
June 19 10-3 " Y

26. Are there any charities and/or special interest groups benefiting from the proceeds of the event? If so, please list:

Hero's & Angels Comic Con (raise \$ for kids with cancer)

27. Add any other information that you believe helps justify the use of Advertising and Promotion funds on this event.

We, SCE (requesting organization) agree to release the Benton Advertising and Promotion Commission, its Commissioners and employees, from liability associated with the organization and/or event for which funds are requested.

Signed [Signature] Date 3/15/22  
(Organization President/Chair/Official)

The Benton Advertising and Promotion Commission reserves the right to require a presentation from the requesting organization when necessary. The Commission reserves the right to reject any and all requests.

Signed [Signature] Date 3/15/22  
(Requesting Organization)

We, SCE (requesting organization) have read and understand the policy for organizational funding.

Signed [Signature] Date 3/15/22  
(Requesting Organization)

501 786 9951

# **Benton Event Center-Event Report**

March 7, 2022 to April 13, 2022

October 1, 2013 to March 6, 2022

**688,985**

	<b>Date(s)</b>	<b># of Attendees</b>
Benton Chamber of Commerce Banquet	3/7-3/8/2022	580
AR Connections Academy State Testing	3/9/2022	40
Spring in Saline/ Benton Home Show	3/10-3/12/2022	1,200
Empire Day	3/13/2022	750
Summit Community Care Meeting	3/14-3/15/2022	300
State Assessor's Meeting	3/16-3/18/2022	260
AR Adult Probation & Parole	3/17/2022	150
Hurricane Creek Union Meeting	3/17/2022	100
SportsCard & Memorabilia Show	3/19-3/20/2022	500
Dumas Baby Shower	3/20/2022	40
Rental Concepts Manager's Meeting	3/21/2022	46
Credit Union Meeting	3/21/2022	120
Patel Wedding & Reception	3/24-3/27/2022	1,200
AR FCCLA Conference	3/28-3/30/2022	1,700
Sweet Arts Fundraiser	4/2/2022	250
Blankenship Gender Reveal	4/3/2022	40
SC Library Author Talk	4/5/2022	450
AR GIS Users Meeting	4/6/2022	120
Scrappers Gone Wild	4/7-4/10/2022	200
UA Division of Agriculture- CES Meeting	4/11-4/12/2022	250

**20 events**

**8,296**

**TOTAL: 697,281**

**Benton Advertising and Promotion Commission**  
**Policy of Application for Funding**  
**Revised March \_\_\_\_\_, 2022 ~~June 9, 2021~~**

**Written Requests:**

An organization requesting Commission support must submit its request to the Commission no later than 90 days prior to the anticipated date the funds will be needed. A request must be submitted on the commission's form; additional pages may be utilized for explanations.

A request must be submitted at least one week before the regularly scheduled meeting of the Commission to the Benton Area Chamber of Commerce office (located at 607 N. Market Street, Benton, AR 72015) to allow sufficient time for the item to be placed on the agenda. (The Commission currently meets on the second Wednesday of each month.)

Copies of the organization's funding request will be submitted to the Commission for approval. Copies will be available for review at the A & P office.

Commission members will review the request to determine if they are interested in funding the request. However, a request will not be voted on until the meeting following the initial review of the request.

Once a submitted Funding Request Application is considered and voted on by the commission, the event covered by the application cannot be reconsidered for additional funding during the calendar year.

**Added Consideration:**

The following items will cause a request to receive added consideration: a successful track record, a family audience target, and an event staged within the city limits of Benton or have a direct economic benefit to the business community of Benton. ~~when at all possible.~~

**Economic Impact:**

Written requests must substantiate the economic impact of the proposed event as it pertains to the primary mission of the A & P Commission, which is to promote the City of Benton, increase economic activity and enhance the quality of life of the city. The primary question to be considered by the Commission is how many dollars the event will generate in the local economy. The key includes: the number of visitors expected for the event and the total impact on local lodging, restaurant and retail business receipts. These estimates are addressed in the Funding Request form.

**Budget:**

The request will include an explanation of how the support of funds will be administered by the requesting organization. This request must be specific and must detail each amount requested for vendors and the amount for each vendor. Event holders are requested to solicit bids from local vendors, if at all possible.

- First priority for use of Benton A & P funds shall be for Benton based media and vendors.

- Second priority for use of Benton A & P funds shall be for Saline County based media and vendors.
- Third priority for use of Benton A & P funds shall be for media and vendors outside of Saline County.

#### Recognition:

An organization receiving support of funding by the Benton A & P Commission will recognize the A & P Commission in its program, print ads, website and any other outlet supported by A & P funds.

#### Planning:

All organizations requesting funding from the A & P should include a pre-event planning sheet with their Request for Funding. It should include vendors, totals and purchases to be made with A & P funds. Please note that these requests can only include advertising and promotion costs for the event.

#### Compliance:

All events shall abide by local, state and federal laws. Furthermore, the event shall not be of a questionable nature and may not exclude race, creed, or religion. It must be open to the public and provision made for that purpose, e.g., handicap facilities, available parking, etc.

#### Payment of Invoices:

Invoices for expenses dedicated to A & P Commission funds will be paid directly by the Commission to the vendor. All invoices must be submitted to the Commission within 60 days of the event or the invoice will not be paid. For events held on or after December 31, all invoices must be submitted to the Commission by February 28 of the following year. Pending approval of the invoices, payment will be made. The invoices submitted to the Commission should not exceed the amount approved by the Commission. Documentation of expenditures will be required, e.g., copies of cancelled checks, invoices, etc. No additional funds will be granted. For vendors which require advance payment or payment by credit card at the time of ordering, the organization will have to advance the funds to the vendor. The Commission may reimburse these expenses within 60 days of the event provided the organization provides the following proof of the expense:

- (1) Receipt or other proof of payment;
- (2) Invoice or other proof of the services or the materials which were purchased or supplied;
- (3) Any other documentation requested by the Commission, to ensure the other funding rules of the Commission are adhered to by the organization.

#### Recap:

Organizations receiving funding from the A & P Commission must complete a post-event overview and submit it to the A & P Commission within 14 days after the event ends. Invoices will not be paid unless this overview is complete. A recap of information contained on the Benton A&P Commission Survey Form should be included in your overview.

**Year-to-Year Support:**

Commission support of an annual event will under no circumstances obligate the Commission to continue support for the event in subsequent years. Organizations should not assume there will be Commission support annually. The Commission also reserves the right to terminate funding or promotional support at any time should the Commission deem appropriate.



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# LIGHTS BY SPARKY

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April 12, 2022

To Benton A&P,

First let me start by apologizing for not being there in person. I knew the meeting was today but in my mind, it was next week and I didn't plan well.

Last week I was notified that some of the building owners were not happy with the lights. As we talked about when the project was approved the manufacture has never done a project "with the verticals" like Benton. I am so glad that you decided to add that to the display. In my opinion it really sets us apart from any other downtown displays.

With that being said, since we turned on the lights 12/2, there have been little hiccups along the way. Most, I've caught without anyone having to call me. However, I have received some calls about different buildings from time to time.

To me that is unacceptable. Bentonville to this day still has zero problems.

I called the manufacturer and requested their help. They immediately said they will be right over. They came in Sunday afternoon and did a complete audit of the install. they found 4 areas where their rules had been bent, and not followed to a T. (My fault) On your install we have 3 different companies involved (the manufacture, the distributor and myself). The distributor told me we could do the things we were doing and upon inspection, the manufacture decided it would be better to follow THEIR RULES.

So, we spent last weekend making some changes and getting the ENTIRE CITY within their parameters. We added some controllers and replaced a couple of bad ones. As of last weekend everything should be perfect with the exception of 25 lights on City Church. My guys are going to have that fixed Thursday the 14th.

Monday night I was driving home (trying to beat the storm) and noticed not all the buildings were doing the same thing? I had my foreman come downtown Tuesday morning to reset the schedule and see if it was something (glitch) that was easy to fix.

When you walked into the meeting today the lights should have been on Red. I had him do a temporary schedule to test the lights for your meeting today. By the time you leave around 4pm the lights should be pastel colors for the Easter holiday.

Rest assured that we are working on this. Our only goal is your satisfaction. Please call or text should you need anything. I live and work in Benton, so this is a priority for me.

If you don't mind I would like to come to the next meeting and give you a status update. I am confident that I will be able to tell you that all the buildings are working and you have zero issues.

Thank you again for your time.

A handwritten signature in black ink, appearing to be 'John Wilson', written in a cursive style.

John Wilson  
501-326-7274  
Lights by Sparky

**Payments to LaneShift  
for Northwest Arkansas Benchmarking Tour**

<b>Date Paid</b>	<b>Amount</b>	<b>Paid By</b>
10/2021	\$ 2,218.75	City of Benton
11/2021	\$ 3,106.25	Benton Area Chamber of Commerce
3/2022	\$ 2,572.92	City of Benton
3/2022	<u>\$ 3,602.08</u>	Benton Area Chamber of Commerce
	\$ 11,500.00	