

Benton Advertising & Promotion Commission

Agenda

February 9, 2022

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

I. Call to Order

II. Roll Call

Steve Brown

Alison Burch

Brandi Crabtree

Bill Eldridge

Elgin Hamner IV

Steve Lee

Luke Moody

Present

Absent

III. Minutes from January 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

Gann Museum of Saline County – 1st Reading

VII. Report from Benton Event Center – Nikki Chumley

VIII. Old Business

A. Digital Sign Replacement Update – Nikki Chumley

B. Transfer of Unused 2021 Budgeted Funding Request Funds – Bill Eldridge

C. RFQ for Land for Future Project Development Update – Mandy Spicer

D. 2022 Budget – Bill Eldridge

IX. New Business

A. Policy for Funding – Bill Eldridge

X. Other Business

XI. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

January 12, 2022

I. CALL TO ORDER

Chairman Bill Eldridge called the regularly scheduled meeting of the Benton Advertising & Promotion Commission to order on January 12, 2022 at 3:31 pm at the Benton Municipal Complex in Council Chambers.

II. ROLL CALL

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

III. MINUTES

Steve Brown made a motion to approve the minutes of the December 8, 2021 meeting. Alison Burch 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 December 31, 2021:

Bank OZK – Focus Group Project	\$13,553.65
Bank OZK – A&P	\$94,769.07
Bank OZK – Event Center	\$292,964.05
Bank OZK – Savings	<u>\$456,186.39</u>
Total Checking/Savings	\$857,473.16

A&P profit and loss statements: for the month of December 2021 total income of \$27,110.79 and total expenses of \$7,923.33 resulting in net income of \$19,187.46. Jordan pointed out that the Sales Tax Revenue of \$27,107.22 represents 20% of total Sales Tax Revenue for the month (10% deposited into the A&P General Operating Account and 10% deposited into the new Focus Group Project account). For the period of January to December 2021 total income of \$181,011.56 and total expenses of \$162,951.48 resulting in net income of \$18,060.08.

Event Center profit and loss statements: for the month of December 2021 total income of \$46,269.44 and total expenses of \$47,622.63 resulting in a net loss of (\$1,353.19). Jordan reported that the large Insurance expense was budgeted for another month but was paid in December. For the time period of January to December 2021 total income of \$512,511.63 and total expenses of \$410,651.20 resulting in net income of \$101,860.43.

City of Benton Financial Officer Mandy Spicer presented the bank account report with the following balances as of December 31, 2021:

A&P Collections General	\$283.58
Bond Account	Closed
A&P Large Project Checking	\$1,601,128.73
A&P Small Project Checking	\$27,107.29
A&P General Operating Checking	\$94,834.07
Benton Focus Group Checking	\$13,553.65
Benton Event Center Gen Operating Checking	\$296,275.95
Benton Event Center Savings	<u>\$456,186.39</u>
	\$2,489,369.66

Mandy reported that a refund of the monies required to be kept in reserve was received from Regions upon the bonds being retired. The three new checking accounts (Large Project, Small Project and Benton Focus Group) were opened at Bank OZK.

Collections received in the month of December 2021 were \$135,536.13. In comparison to December 2019 this is approximately 17% higher.

There are currently five delinquencies and they are expected to bring their accounts current by the 10th of this month. Mandy reported that the number of businesses paying the A&P tax has been consistent throughout the year. The categories of businesses are restaurants, food trucks, motel & hotel, convenience stores and other.

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

V. FUNDING REQUEST

Wally Hall Tournament of Champions – Bill Eldridge reported that the organizer of the Wally Hall tournament is requesting \$8,350 for the May 2022 event which is its 40th anniversary and this is the second reading of the request. The discussion of the commissioners included the following: the event brings a lot of people to the city from both within the area and outside the state, the event is managed by a for profit company, the tournament has a proven track record and is well established and concern about funding the full amount when part of the tournament will be located in Bryant and Hot Springs.

After discussion, Luke Moody made a motion to approve funding in the amount of \$3,000. Steve Brown seconded. Motion carried.

VI. REPORT FROM BENTON EVENT CENTER

Director Nikki Chumley reported that there have been 20 events in the building since the last A&P meeting including many Christmas parties and a New Year's Eve wedding reception. Recently, a few renters have cancelled or rescheduled their events due to Covid and some potential renters are hesitant to make reservations as well.

VII. OLD BUSINESS

- A. Fence Replacement – Nikki Chumley reported that the fence between the Benton Event Center and Tractor Supply has been replaced by McDonald Fence and an invoice has been received. At the last meeting, Steve Lee volunteered to stain and seal the new fence with Steve Jordan. Steve Jordan will contact Steve Lee to get it scheduled and Nikki will ask McDonald Fence how often it needs to be sealed.
- B. Digital Sign Replacement – Mandy Spicer detailed the bids received from the posted RFP for a new digital sign at the Benton Event Center:
- Arkansas Sign & Neon Co. (Little Rock, AR) – Watchfire 16 mm - \$171,996.55
 - Custom Advertising (Bryant, AR) – Watchfire 10 mm - \$217,204.74
 - Custom Advertising (Bryant, AR) – Watchfire 16 mm - \$181,648.94
 - Seiz Advertising & Signs (Hot Springs, AR) – Samsung 16 mm - \$109,153.69
 - United Signs LLC (Norcross, GA) – Edge X 10 mm - \$169,123.00

Nikki Chumley informed the commissioners that the current sign is a 16 mm and that representatives from all the companies were notified of today's meeting and told they could attend. Jimmy Parker with Custom Advertising is the only potential vendor at the meeting. Mandy Spicer said that the commissioners don't have to select the cheapest bid but do have to state reasons for not doing so.

Jimmy Parker with Custom Advertising presented the following information about his bids:

- He reviewed the structure holding the current sign and his bids include improvements that he believes need to be done to the sub-structure
- His proposed signs include the ability to self-adjust based on the amount of sunlight
- His company provides a 5 year warranty on labor and Watchfire signs come with a 5 year warranty on parts
- Watchfire signs have an estimated 20 year lifespan
- A cellular modem is used for communication to the sign (no antennae)
- He explained the mechanics of digital signs

After discussion and reviewing all the bids, Luke Moody made a motion to select Custom Advertising as the vendor and purchase the 10 mm Watchfire sign for \$217,204.74. This expense will be paid from the Benton Event Center savings checking account. Luke provided the following reasons for selecting this vendor and this sign: he has confidence in the company, he likes the 5 year warranty on both parts and labor, the vendor is local and the 10 mm sign is on the cutting edge of technology so it will last longer. Alison Burch seconded. Motion carried.

- C. Bank Account Distribution – Bill Eldridge confirmed the information from Mandy Spicer that three new checking accounts have been opened and have received distributions of the A&P tax funds.

IIX. NEW BUSINESS

- A. Unused 2021 Budgeted Funding Request Funds – Bill Eldridge directed the commissioners to the page detailing the 2021 funding payments. Of the \$25,000 budgeted amount, \$22,595.16 was paid leaving \$2,404.84 unused. Luke Moody made a motion to transfer \$2,404.84 from the A&P General Operating account to the A&P Large Project account. Alison Burch seconded. Motion carried.
- B. RFQ for Land for Future Project Development – Bill Eldridge explained that Mandy Spicer is working on a RFQ for land to be purchased for a possible RV park and needed more information. Bill recognized Brad Jordan who gave commissioners information he had from the Arkansas Health Department, multiple cities and RV parks concerning rules, procedures, etc. The commissioners decided to form a sub-committee to research the project and decide how to complete the RFQ. The sub-committee consists of Mayor Tom Farmer, Bill Eldridge, Steve Brown and Gary James.
- C. Personnel Review – Bill Eldridge called for the commissioners to go into executive session. Upon return, Bill stated that City Attorney Baxter Drennon advised the commissioners that the personnel review did not need to happen in executive session.
- D. 2022 Budget – Upon review of the proposed Benton Event Center 2022 budget, Bill Eldridge made the following recommendations: increase Labor Expense by \$14,000 for the year and budget Contract Labor for \$40,000 for the year.

Steve Brown made a motion to increase Labor Expense by \$14,000 for the year on the proposed Benton Event Center 2022 budget. Luke Moody seconded. Motion carried.

Steve Brown made a motion to budget Contract Labor for \$40,000 in the 2022 Benton Event Center budget. Luke Moody seconded. Motion carried.

Bill Eldridge explained that the 2022 proposed budgets are based on actual figures from 2021. The above revisions will be made and the budget will be presented at the February 2022 A&P meeting.

IX. OTHER BUSINESS

Bill Eldridge informed the commissioners that the final payment to the vendor for the downtown lighting project is pending completion of the project. Gary James said he spoke with John Wilson who said that the project is 98% complete and should be

finished by the end of next week. Bill Eldridge requested for Gary to go through a walkthrough of the entire project with the vendor to confirm that everything is working and complete.

Steve Brown made a motion that upon assurance of 100% completion of the project, final payment be made from the Small Project checking account. Allison Burch seconded. Motion carried.

XI. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Alison Burch seconded. Motion carried. The meeting was adjourned at 5:12 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 January 31, 2022

	<u>Jan 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Project	28,844.24
Bank OZK - A&P	27,117.58
Bank OZK - Event Center	294,442.73
Bank OZK - Savings	347,609.47
Total Checking/Savings	<u>698,014.02</u>
Total Current Assets	<u>698,014.02</u>
TOTAL ASSETS	<u>698,014.02</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	214.00
Total Other Current Liabilities	<u>214.00</u>
Total Current Liabilities	<u>214.00</u>
Total Liabilities	214.00
Equity	
Retained Earnings	856,449.90
Net Income	(158,649.88)
Total Equity	<u>697,800.02</u>
TOTAL LIABILITIES & EQUITY	<u>698,014.02</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 2022

	<u>Jan 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2.95	3.39	(0.44)	87.02%
Sales Tax Revenue	15,289.99	14,000.00	1,289.99	109.21%
Total Income	<u>15,292.94</u>	<u>14,003.39</u>	<u>1,289.55</u>	<u>109.21%</u>
Gross Profit	15,292.94	14,003.39	1,289.55	109.21%
Expense				
Accounting Services	225.00	225.00	0.00	100.0%
Advertising Expense	61.10	85.00	(23.90)	71.88%
Funding	250.00	3,333.33	(3,083.33)	7.5%
Legal Counsel	750.00	750.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>7,944.43</u>	<u>11,051.66</u>	<u>(3,107.23)</u>	<u>71.88%</u>
Net Ordinary Income	7,348.51	2,951.73	4,396.78	248.96%
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>(67,651.49)</u>	<u>(72,048.27)</u>	<u>4,396.78</u>	<u>93.9%</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
January 2022

	<u>Jan 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	37.99	56.28	(18.29)	67.5%
Sales-Revenue				
Alcohol Sales-Beer/Wine	685.63	844.72	(159.09)	81.17%
Alcohol Sales-Mixed Drinks	0.00	347.89	(347.89)	0.0%
Refunds/Returns	(150.00)	0.00	(150.00)	100.0%
Sales-Revenue - Other	30,341.50	26,000.00	4,341.50	116.7%
Total Sales-Revenue	30,877.13	27,192.61	3,684.52	113.55%
Sales Tax Revenue	15,289.99	14,000.00	1,289.99	109.21%
Total Income	46,205.11	41,248.89	4,956.22	112.02%
Gross Profit	46,205.11	41,248.89	4,956.22	112.02%
Expense				
Advertising Expense	174.20	0.00	174.20	100.0%
Alcohol Expense	1,988.11	2,000.00	(11.89)	99.41%
Bank Service Fees	486.60	770.82	(284.22)	63.13%
Cable TV	175.70	175.70	0.00	100.0%
Contract Labor	2,820.85	1,174.55	1,646.30	240.16%
Dues & Memberships	150.00	250.00	(100.00)	60.0%
Fire Alarm System	0.00	71.10	(71.10)	0.0%
Health Insurance	1,537.44	1,182.66	354.78	130.0%
Internet	323.95	410.92	(86.97)	78.84%
Labor Expenses	12,046.97	12,276.88	(229.91)	98.13%
Laundry Expense	1,021.64	400.00	621.64	255.41%
Mileage Reimbursement	62.70	45.00	17.70	139.33%
Office Expense	100.00	100.61	(0.61)	99.39%
Pest Control Expense	65.63	65.63	0.00	100.0%
Repairs & Maintenance	15,270.45	16,520.00	(1,249.55)	92.44%
Supplies	1,681.18	1,000.00	681.18	168.12%
Telephone Expense	125.71	104.85	20.86	119.9%
Trash Pickup	251.94	252.00	(0.06)	99.98%
Utilities	5,548.70	5,300.00	248.70	104.69%
Website	59.95	59.95	0.00	100.0%
Total Expense	43,891.72	42,160.67	1,731.05	104.11%
Net Ordinary Income	2,313.39	(911.78)	3,225.17	(253.72%)
Other Income/Expense				
Other Expense				
Capital Expenditures	108,602.37	108,602.37	0.00	100.0%
Total Other Expense	108,602.37	108,602.37	0.00	100.0%
Net Other Income	(108,602.37)	(108,602.37)	0.00	100.0%
Net Income	(106,288.98)	(109,514.15)	3,225.17	97.06%

No assurance is provided on these statements.

Focus

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 2022

	<u>Jan 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	0.60	0.00	0.60	100.0%
Sales Tax Revenue	15,289.99	14,000.00	1,289.99	109.21%
Total Income	15,290.59	14,000.00	1,290.59	109.22%
Gross Profit	15,290.59	14,000.00	1,290.59	109.22%
Net Ordinary Income	15,290.59	14,000.00	1,290.59	109.22%
Net Income	15,290.59	14,000.00	1,290.59	109.22%

No assurance is provided on these statements.

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

Account Name	Acct #	Reconciled Balance
<u>Cash Accounts:</u>		
A&P Collections General	***1584	1,323.92
Bond Account	***1592	CLOSED
A&P Large Project Checking	50% ***0318	1,760,637.57
A&P Small Project Checking	20% ***0348	57,688.46
A&P General Op Checking	10% ***3297	27,117.58
Benton Focus Group Checking	10% ***2274	28,844.24
Benton Event Center General Op Checking	10% ***2640	294,592.73
Benton Event Center Savings	***9832	347,609.47
TOTAL OPERATING CASH & INVESTMENTS		<u><u>2,517,813.97</u></u>

**BENTON ADVERTISING & PROMOTION
COLLECTIONS - FY2022 - NET**

RESTAURANTS:	Recd in Jan DEC	Recd in Feb JAN	Recd in Mar FEB	Recd in April MARCH	Recd in May APRIL	Recd in June MAY	Recd in July JUNE	Recd in Aug JULY	Recd in Sept AUGUST	Recd in Oct SEPT	Recd in Nov OCT	Recd in Dec NOV	TOTAL
TOTAL RESTAURANTS	138,701.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	139,761.08
# of Businesses	80												
FOOD TRUCKS:													
TOTAL FOOD TRUCKS	898.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	953.18
# of Businesses	17												
MOTEL & HOTEL:													
TOTAL MOTEL & HOTEL	4,265.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
# of Businesses	8												4,339.52
CONVENIENCE STORE:													
TOTAL C-STORE	2,508.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,680.52
# of Businesses	18												
OTHER:													
TOTAL OTHER	5,356.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,442.46
# of Businesses	7												
GROCERY:													
TOTAL GROCERY	2,364.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,364.82
# of Businesses	3												
GRAND TOTALS	154,095.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	155,541.58
2022 Collections	154,095.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2021 Collections	136,911.96	109,322.08	114,271.51	150,715.18	147,830.27	152,994.36	148,740.03	160,523.11	143,658.46	131,394.46	0.00	0.00	
2020 Collections	127,256.22	117,613.40	111,444.38	105,889.39	97,678.07	123,024.71	115,292.01	134,831.92	126,876.64	119,983.38	141,463.51	135,536.13	
2019 Collections	117,759.17	107,528.57	110,355.97	129,020.47	120,664.42	135,416.48	123,451.44	131,093.40	119,508.52	112,256.92	129,755.98	109,901.21	
% increase from 2021 to 2022	13%										119,762.25	116,259.46	

Benton Event Center-Event Report

January 13, 2022 to February 8, 2022

October 1, 2013 to January 12, 2021

672,765

	Date(s)	# of Attendees
Melson Birthday Party	1/15/2022	40
AR Blood Institute Blood Drive	1/18/2022	200
Benton High School Football Banquet	1/20/2022	350
Vietnamese New Year	1/23/2022	1,500
AACIA Conference	1/24-1/25/2022	RESCHEDULED
Entergy Transmissions	1/26/2022	RESCHEDULED
AR Right to Life Fundraiser	1/27/2022	315
Injury Prevention	1/28/2022	125
SC Wild Turkey Federation	1/29/2022	150
Page 50th Wedding Anniversary	1/29/2022	100
Duck Duck Goose Children's Sale	1/30-2/7/2022	5,750

11 events

8,530

TOTAL: 681,295

2021 Advertising and Promotion Funding

Sponsor/Event	Requested	Approved	Paid
Gann Museum of Saline County	\$ 2,835.00	\$ 2,835.00	\$ 2,765.16
Amplify Fest	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
Saline County Fair	\$ 6,500.00	\$ 3,000.00	\$ 3,000.00
Haskell Historical Museum	\$ 300.00	\$ -	\$ -
Saline County Art League	\$ 2,080.00	\$ 2,080.00	\$ 2,080.00
Salt Creek Outreach	\$ 500.00	\$ -	\$ -
Totals	\$ 27,215.00	\$ 22,915.00	\$ 22,845.16

Total Budgeted for 2020 Funding	\$ 25,000.00
Funds Used	22,845.16
Unused Budgeted Funds	\$ 2,154.84

2021 Funding Expenses:

Gann - Alright Printing	410.16	4/22/2021
Gann - MySaline.com	700.00	4/22/2021
Gann - Benton HS Cheerleaders	160.00	6/4/2021
Gann - Burger Shack	200.00	7/2/2021
Gann - MySaline.com	200.00	7/14/2021
Gann - MySaline.com	225.00	8/20/2021
SC Fair - iHeart Media	1,699.00	9/1/2021
SC Fair - Courier (1058+45)	1,103.00	9/2/2021
Amplify - K-Love	2,940.00	9/8/2021
SC Fair - MySaline.com	198.00	9/13/2021
Amplify - KABZ (The Buzz)	1,300.00	9/13/2021
Gann - Benton Chamber	395.00	9/13/2021
Amplify - Facebook ads	2,473.98	9/16/2021
SC Art League - Alright Printing	672.66	10/1/2021
SC Art League - Alright Printing	546.88	11/10/2021
Amplify-RockStar Passes	4,880.67	11/17/2021
Amplify-Custom Advertising	3,405.35	11/17/2021
SC Art League - Alright Printing	860.46	11/17/2021
Gann - MySaline.com	225.00	12/20/2021
Gann - Saline Courier	250.00	1/24/2022
	<u>22,845.16</u>	

Notes:

BENTON EVENT CENTER
2022
P&L

	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	TOTAL
Ordinary Income/Expense													
Income													
Interest	56.28	42.79	51.00	47.02	44.32	53.36	48.38	51.15	41.29	36.40	40.52	45.19	557.68
Sales-Revenue													
Alcohol Sales-Beer/Wine	844.72	450.00	400.00	1,230.63	0.00	1,787.42	506.52	994.74	1,528.68	1,672.39	1,579.89	2,000.00	12,994.99
Alcohol Sales-Mixed Drinks	347.89	221.93	200.00	138.71	0.00	484.10	775.25	83.97	604.06	176.20	981.44	400.00	4,393.55
Refunds/Returns	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sales-Revenue - Other	26,000.00	26,000.00	31,000.00	19,000.00	30,000.00	30,000.00	16,000.00	28,000.00	34,000.00	27,000.00	32,000.00	31,000.00	330,000.00
Total Sales-Revenue	27,192.61	26,671.93	31,600.00	20,369.34	30,000.00	32,251.52	17,281.77	29,078.71	36,132.74	28,848.59	34,561.33	33,400.00	347,398.54
Sales Tax Revenue	14,000.00	11,200.00	11,800.00	15,600.00	15,200.00	15,800.00	15,400.00	16,500.00	15,000.00	14,500.00	15,000.00	15,000.00	175,000.00
Total Income	41,248.89	37,914.72	43,451.00	36,016.36	45,244.32	48,104.88	32,730.13	45,629.86	51,174.03	43,384.99	49,601.85	48,445.19	522,946.22
Gross Profit	41,248.89	37,914.72	43,451.00	36,016.36	45,244.32	48,104.88	32,730.13	45,629.86	51,174.03	43,384.99	49,601.85	48,445.19	522,946.22
Expense													
Advertising Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	0.00	725.00	2,725.00
Alcohol Expense	2,000.00	400.00	400.00	0.00	150.00	150.00	150.00	150.00	200.00	150.00	0.00	150.00	3,900.00
Alcohol Permit Expense	0.00	0.00	0.00	0.00	2,500.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	3,500.00
Bank Service Fees	770.82	257.73	308.16	253.37	408.00	609.46	439.66	344.07	462.97	497.72	638.35	608.00	5,598.31
Building Alarm System	0.00	480.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	890.00
Cable TV	175.70	175.70	175.70	175.70	175.70	175.70	175.70	175.70	175.70	175.70	175.70	175.70	2,108.40
Contract Labor	1,174.55	3,530.00	3,529.45	3,529.00	3,530.00	3,530.00	3,530.00	3,529.00	3,530.00	3,529.00	3,530.00	3,529.00	40,000.00
Dues & Memberships	250.00	573.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	823.82
Fire Alarm System	71.10	71.10	71.10	207.83	71.10	71.10	563.29	71.10	71.10	71.10	71.10	71.10	1,482.12
Health Insurance	1,182.66	1,182.66	1,182.66	1,005.27	1,182.66	1,182.66	1,182.66	1,182.66	1,005.27	1,182.66	1,182.66	1,182.66	13,837.14
Insurance (Building)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Internet	410.92	410.92	410.92	410.92	410.92	410.92	410.92	410.92	410.92	410.92	410.92	410.92	4,931.04
Labor Expenses	12,276.88	12,220.21	12,176.55	18,264.82	12,176.55	12,176.55	12,176.55	12,176.55	18,264.82	12,176.55	12,176.55	15,673.58	161,936.16
Laundry Expense	400.00	600.00	600.00	400.00	400.00	600.00	400.00	400.00	600.00	400.00	400.00	600.00	5,800.00
Linen & Supplies	0.00	1,100.00	0.00	250.00	0.00	0.00	250.00	0.00	0.00	0.00	400.00	0.00	2,000.00
Mileage Reimbursement	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	540.00
Office Expense	100.81	0.00	6.10	0.00	0.00	165.36	0.00	100.61	0.00	0.00	0.00	46.04	418.72
Pest Control Expense	65.63	65.63	65.63	65.63	65.63	65.63	339.07	65.63	65.63	65.63	65.63	65.63	1,061.00
Postage	0.00	22.13	0.00	55.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	77.13
Repairs & Maintenance	16,520.00	3,326.69	2,151.51	2,176.69	2,726.69	6,826.69	2,176.69	3,651.51	1,825.69	2,176.69	6,426.69	2,036.68	52,023.23
Supplies	1,000.00	3,000.00	3,000.25	1,000.25	1,435.25	1,230.25	1,000.25	1,000.25	1,435.25	1,000.25	1,000.25	1,665.25	17,767.50
Telephone Expense	104.85	281.00	281.00	281.00	281.00	281.00	281.00	281.00	281.00	281.00	281.00	281.00	3,195.85
Trash Pickup	252.00	252.00	350.00	252.00	252.00	252.00	252.00	252.00	252.00	252.00	252.00	252.00	3,122.00
Utilities	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	5,300.00	63,600.00
Website	59.95	59.95	59.95	59.95	59.95	59.95	99.90	59.95	59.95	59.95	59.95	59.95	759.35
Total Expense	42,160.67	33,364.34	30,153.98	33,772.43	31,211.45	34,172.27	28,812.63	31,235.85	34,026.30	27,814.17	32,455.80	50,507.52	409,687.57
Net Ordinary Income	-911.78	4,550.38	13,297.02	2,243.93	14,032.87	13,932.61	3,917.44	14,393.91	17,147.73	15,570.82	17,146.05	-2,062.33	113,256.65
Net Income	-911.78	4,550.38	13,297.02	2,243.93	14,032.87	13,932.61	3,917.44	14,393.91	17,147.73	15,570.82	17,146.05	-2,062.33	113,256.65

Benton Advertising and Promotion Commission
Policy of Application for Funding
Revised 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 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.

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 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. 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.