

# Benton Advertising & Promotion Commission

## Agenda

January 11, 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	_____	_____
Scott Elliott	_____	_____
Bill Eldridge	_____	_____
Elgin Hamner IV	_____	_____
Steve Lee	_____	_____
Luke Moody	_____	_____

**III. Reading of Civil Statement**

**IV. Minutes from December Meeting**

**V. Financial Reports**

A. Profit and Loss Reports – Jordan Woolbright

B. Bank Balances and Collections Report – Jordan Woolbright

**VI. Administrative**

Delinquency Report – Mandy Spicer

**VII. Funding**

2022 Summary

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

**IX. Old Business**

A. Bids for Bank Accounts – Amy McCormick

B. Land Survey

C. 2023 Budget Committee

- January 12 at 9:00am at Chamber

- January 19 at 9:00am at Chamber

D. Compensation for Commissioners

**X. New Business**

**XI. Other Business**

**XII. Adjournment**

**BENTON ADVERTISING & PROMOTION COMMISSION**  
**Minutes of Meeting**  
**December 14, 2022**

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on December 14, 2022 at 3:30 pm at the Benton Municipal Complex in Council Chambers. He welcomed new commissioner Scott Elliott.

II. ROLL CALL

Commissioners in attendance included: Bill Eldridge, Steve Brown, Elgin Hamner IV, Alison Burch, Luke Moody and Scott Elliott. Steve Lee was absent.

III. CIVIL STATEMENT

Bill Eldridge read the city's Civil Statement.

IV. MINUTES

Steve Brown made a motion to approve the minutes of the November 9, 2022 and November 16, 2022 meetings. Luke Moody seconded. Motion carried.

V. FINANCIAL REPORTS

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of November 30, 2022:

Bank OZK – Focus Group Project	\$182,416.25
Bank OZK – A&P	\$50,586.94
Bank OZK – Event Center	\$441,447.09
Bank OZK – Savings	<u>\$239,256.09</u>
Total Checking/Savings	\$913,706.37

A&P profit and loss statement: for the month of November 2022 total income of \$15,624.28 and total expenses of \$8,724.63 resulting in net income of \$6,899.65. For the year to date as of November 2022 total income of \$168,841.25, total operating expenses of \$138,022.26 and capital expenditures of \$75,000.00 resulting in a net loss of (\$44,181.01).

Event Center profit and loss statement: for the month of November 2022 total income of \$55,137.81, total operating expenses of \$28,802.66 resulting in net income of \$26,335.15. For the year to date as of November 2022 total income of \$601,127.82, total operating expenses of \$393,926.41 and capital expenditures of \$276,242.25 resulting in a net loss of (\$69,040.84).

Focus Group profit and loss statement: for the month of November 2022 total income of \$15,629.51 and total expenses of \$0 resulting in net income of \$15,629.51. For the

year to date as of November 2022 total income of \$168,861.48 and total expenses of \$0 resulting in net income of \$168,861.48.

In the absence of Mandy Spicer, Jordan Woolbright presented the bank account report with the following reconciled balances as of November 30, 2022:

A&P Collections General	\$535.83
Bond Account	Closed
A&P Large Project Checking	\$1,579,062.77
A&P Small Project Checking	\$330,219.01
A&P General Operating Checking	\$51,612.64
Benton Focus Group Checking	\$182,416.25
Benton Event Center Gen Operating Checking	\$442,424.64
Benton Event Center Savings	<u>\$239,256.09</u>
	\$2,825,527.23

- VI. Jordan Woolbright reported that collections received in the month of November 2022 were \$154,044.55 which is 9% higher than collections in November 2021. Below are the amounts collected in November of this year along with November of the previous three years:

November 2022 Collections	\$154,044.55
November 2021 Collections	\$141,463.51
November 2020 Collections	\$129,755.98
November 2019 Collections	\$119,762.25

Jordan Woolbright reported that Mandy Spicer informed him that there are currently eight delinquencies which are expected to pay soon. One of them is fairly new and has had some personnel changes.

Jordan Woolbright will provide a detail of the funding request item on the A&P financials to Bill. Luke Moody made a motion to accept the financial reports as presented. Elgin Hamner seconded. Motion carried.

- VII. FUNDING REQUESTS  
None

- VIII. REPORT FROM BENTON EVENT CENTER  
Nikki Chumley reported there have been 19 events held in the building since November 15, including a lot of Christmas parties for both companies and non-profit organizations. Approximate total attendance since the building opened on October 1, 2013 is 759,281.

- IX. OLD BUSINESS  
Land Survey. Bill Eldridge recognized Aaron Rasburry with Rasburry Surveying to give an update on the survey of the land at Exit 114 the commission is considering purchasing for use as an RV park. Aaron has met with ARDOT representatives to discuss the right of

way. The rain has prevented him from being able to get on the river for that part of the survey but he hopes to be able to complete it next week. He is focusing on the lower section at I-30 and Highway 229. Aaron has been in communication with Mr. Villines, Mr. Thomas and representatives from the city. Mr. Thomas provided old abstracts which will be helpful. He will continue to keep the commission updated on his progress.

X. NEW BUSINESS

Bid Process for Bank Accounts. Amy McCormick suggested the commission bid out the bank accounts to hopefully, obtain a higher interest rate. She said it has been several years since this has been done and interest rates have increased. Luke Moody made a motion to complete the bidding process on all A&P bank accounts. Alison Burch seconded. Motion carried. Amy will work with Mandy Spicer to complete this project.

Compensation for Commissioners. Bill Eldridge recognized Alderman and Commissioner Steve Brown who said that the City Council has requested members of all city commissions discuss the option of commissioners receiving compensation as long as the funds are available in the commission's budget. The suggested amount is \$150 per commissioner per scheduled monthly meeting. Members of city committees and Alderman serving on commissions are not eligible to receive compensation. Steve included that he would not be part of any discussion by A&P commissioners regarding this topic. After hearing back from all of the commissions, the City Council will discuss further steps.

Discussion included: Compensation might help with attendance at meetings to ensure the commission's business is able to be accomplished by making attendance a priority. It might also help to attract more interest from volunteers in the future to fill seats on the commission. The proposed compensation seems reasonable for the commitment involved. It was mentioned that perception from the community about volunteer commissioners getting paid is concerning.

Luke Moody made a motion for the Benton City Council to approve A&P commissioners receiving compensation from A&P funds in the amount of \$150 per scheduled meeting. Alison Burch seconded. Motion carried with Alderman Steve Brown abstaining.

2023 Budget Committee. Bill Eldridge announced that the 2023 budget needs to be prepared and suggested a budget committee be made of himself, Mandy Spicer, Jordan Woolbright, Gary James, Nikki Chumley and Amy McCormick to meet on January 12 and 19 to prepare the 2023 budget. Luke Moody made a motion to create the 2023 budget committee comprised of Bill Eldridge, Mandy Spicer, Jordan Woolbright, Gary James, Nikki Chumley and Amy McCormick. Elgin Hamner, IV seconded. Motion carried.


XI. OTHER BUSINESS

No other business was discussed.

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Elgin Hamner seconded. Motion carried. The meeting was adjourned at 3:57 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 December 31, 2022

	<b>Dec 31, 22</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bank OZK - Focus Group Project	197,290.33
Bank OZK - A&P	56,607.00
Bank OZK - Event Center	428,944.40
Bank OZK - Savings	239,305.25
<b>Total Checking/Savings</b>	922,146.98
<b>Total Current Assets</b>	922,146.98
<b>TOTAL ASSETS</b>	<b>922,146.98</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Sales Tax Payable	1,264.78
<b>Total Other Current Liabilities</b>	1,264.78
<b>Total Current Liabilities</b>	1,264.78
<b>Total Liabilities</b>	1,264.78
<b>Equity</b>	
Retained Earnings	856,449.90
Net Income	64,432.30
<b>Total Equity</b>	920,882.20
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>922,146.98</b>

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**  
**December 2022**

	<u>Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	1.82	4.18	(2.36)	43.54%
Sales Tax Revenue	14,866.56	15,000.00	(133.44)	99.11%
<b>Total Income</b>	<u>14,868.38</u>	<u>15,004.18</u>	<u>(135.80)</u>	<u>99.1%</u>
<b>Gross Profit</b>	14,868.38	15,004.18	(135.80)	99.1%
<b>Expense</b>				
Accounting Services	225.00	225.00	0.00	100.0%
Advertising Expense	70.80	0.00	70.80	100.0%
Funding	1,144.19	3,333.34	(2,189.15)	34.33%
Legal Counsel	750.00	750.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
<b>Total Expense</b>	<u>8,848.32</u>	<u>10,966.67</u>	<u>(2,118.35)</u>	<u>80.68%</u>
<b>Net Ordinary Income</b>	<u>6,020.06</u>	<u>4,037.51</u>	<u>1,982.55</u>	<u>149.1%</u>
<b>Net Income</b>	<u><u>6,020.06</u></u>	<u><u>4,037.51</u></u>	<u><u>1,982.55</u></u>	<u><u>149.1%</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**  
**January through December 2022**

	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	21.32	52.38	(31.06)	40.7%
Sales Tax Revenue	183,688.31	175,000.00	8,688.31	104.97%
<b>Total Income</b>	<u>183,709.63</u>	<u>175,052.38</u>	<u>8,657.25</u>	<u>104.95%</u>
<b>Gross Profit</b>	183,709.63	175,052.38	8,657.25	104.95%
<b>Expense</b>				
Accounting Services	2,800.00	2,700.00	100.00	103.7%
Advertising Expense	21,685.30	1,610.30	20,075.00	1,346.66%
Funding	30,413.65	40,000.00	(9,586.35)	76.03%
Legal Counsel	9,000.00	9,000.00	0.00	100.0%
Miscellaneous	2,966.58	0.00	2,966.58	100.0%
Office Expense	27.34	0.00	27.34	100.0%
Postage	77.75	0.00	77.75	100.0%
Service Agreement	79,899.96	79,899.96	0.00	100.0%
<b>Total Expense</b>	<u>146,870.58</u>	<u>133,210.26</u>	<u>13,660.32</u>	<u>110.26%</u>
<b>Net Ordinary Income</b>	36,839.05	41,842.12	(5,003.07)	88.04%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Capital Expenditures	75,000.00	75,000.00	0.00	100.0%
<b>Total Other Expense</b>	<u>75,000.00</u>	<u>75,000.00</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	<u>(75,000.00)</u>	<u>(75,000.00)</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Income</b>	<u><u>(38,160.95)</u></u>	<u><u>(33,157.88)</u></u>	<u><u>(5,003.07)</u></u>	<u><u>115.09%</u></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**  
**December 2022**

	<u>Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	66.85	45.19	21.66	147.93%
<b>Sales-Revenue</b>				
Alcohol Sales-Beer/Wine	4,663.78	2,000.00	2,663.78	233.19%
Alcohol Sales-Mixed Drinks	1,447.80	400.00	1,047.80	361.95%
Sales-Revenue - Other	19,904.51	31,000.00	(11,095.49)	64.21%
<b>Total Sales-Revenue</b>	<u>26,016.09</u>	<u>33,400.00</u>	<u>(7,383.91)</u>	<u>77.89%</u>
Sales Tax Revenue	14,866.56	15,000.00	(133.44)	99.11%
<b>Total Income</b>	<u>40,949.50</u>	<u>48,445.19</u>	<u>(7,495.69)</u>	<u>84.53%</u>
<b>Gross Profit</b>	<u>40,949.50</u>	<u>48,445.19</u>	<u>(7,495.69)</u>	<u>84.53%</u>
<b>Expense</b>				
Advertising Expense	0.00	725.00	(725.00)	0.0%
Alcohol Expense	421.22	326.74	94.48	128.92%
Bank Service Fees	509.64	608.00	(98.36)	83.82%
Building Alarm System	0.00	40.00	(40.00)	0.0%
Cable TV	175.70	175.70	0.00	100.0%
Contract Labor	3,297.75	3,529.00	(231.25)	93.45%
Fire Alarm System	0.00	71.10	(71.10)	0.0%
Health Insurance	1,182.66	1,182.66	0.00	100.0%
Insurance	20,021.49	0.00	20,021.49	100.0%
Internet	323.95	410.92	(86.97)	78.84%
Labor Expenses	15,646.44	15,673.58	(27.14)	99.83%
Laundry Expense	0.00	600.00	(600.00)	0.0%
Mileage Reimbursement	0.00	45.00	(45.00)	0.0%
Office Expense	228.34	46.04	182.30	495.96%
Pest Control Expense	131.26	65.63	65.63	200.0%
Repairs & Maintenance	2,017.79	3,300.00	(1,282.21)	61.15%
Supplies	614.68	1,600.00	(985.32)	38.42%
Telephone Expense	231.51	281.00	(49.49)	82.39%
Trash Pickup	333.28	252.00	81.28	132.25%
Utilities	6,560.31	5,300.00	1,260.31	123.78%
Website	59.95	59.95	0.00	100.0%
Window Cleaning Expense	1,295.00	0.00	1,295.00	100.0%
<b>Total Expense</b>	<u>53,050.97</u>	<u>34,292.32</u>	<u>18,758.65</u>	<u>154.7%</u>
<b>Net Ordinary Income</b>	<u>(12,101.47)</u>	<u>14,152.87</u>	<u>(26,254.34)</u>	<u>(85.51%)</u>
<b>Net Income</b>	<u><u>(12,101.47)</u></u>	<u><u>14,152.87</u></u>	<u><u>(26,254.34)</u></u>	<u><u>(85.51%)</u></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 through December 2022**

	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	508.72	557.68	(48.96)	91.22%
<b>Sales-Revenue</b>				
Alcohol Sales-Beer/Wine	17,236.68	12,994.99	4,241.69	132.64%
Alcohol Sales-Mixed Drinks	8,072.44	4,393.55	3,678.89	183.73%
Refunds/Returns	(828.10)	0.00	(828.10)	100.0%
Sales-Revenue - Other	433,399.27	330,000.00	103,399.27	131.33%
<b>Total Sales-Revenue</b>	<u>457,880.29</u>	<u>347,388.54</u>	<u>110,491.75</u>	<u>131.81%</u>
Sales Tax Revenue	183,688.31	175,000.00	8,688.31	104.97%
<b>Total Income</b>	<u>642,077.32</u>	<u>522,946.22</u>	<u>119,131.10</u>	<u>122.78%</u>
<b>Gross Profit</b>	642,077.32	522,946.22	119,131.10	122.78%
<b>Expense</b>				
Advertising Expense	2,364.00	2,725.00	(361.00)	86.75%
Alcohol Expense	6,395.44	6,052.97	342.47	105.66%
Alcohol Permit Expense	3,500.00	3,500.00	0.00	100.0%
Bank Service Fees	6,035.93	5,599.31	436.62	107.8%
Building Alarm System	147.60	890.00	(742.40)	16.58%
Cable TV	2,107.68	2,108.40	(0.72)	99.97%
Contract Labor	41,305.28	40,000.00	1,305.28	103.26%
Dues & Memberships	325.00	823.62	(498.62)	39.46%
Fire Alarm System	2,602.69	1,482.12	1,120.57	175.61%
Health Insurance	14,191.92	13,837.14	354.78	102.56%
Insurance	20,021.49	0.00	20,021.49	100.0%
Internet	4,262.51	4,931.04	(668.53)	86.44%
Labor Expenses	161,385.59	161,936.16	(550.57)	99.66%
Laundry Expense	10,290.83	5,800.00	4,490.83	177.43%
Linen & Supplies	1,712.02	2,000.00	(287.98)	85.6%
Mileage Reimbursement	413.31	540.00	(126.69)	76.54%
Office Expense	2,859.22	418.72	2,440.50	582.85%
Pest Control Expense	1,126.63	1,061.00	65.63	106.19%
Postage	0.00	77.13	(77.13)	0.0%
Repairs & Maintenance	63,214.09	51,097.00	12,117.09	123.71%
Supplies	19,186.03	17,650.00	1,536.03	108.7%
Telephone Expense	2,587.52	3,195.85	(608.33)	80.97%
Trash Pickup	3,417.21	3,122.00	295.21	109.46%
Utilities	73,221.04	63,600.00	9,621.04	115.13%
Website	3,009.35	759.35	2,250.00	396.31%
Window Cleaning Expense	1,295.00	0.00	1,295.00	100.0%
<b>Total Expense</b>	<u>446,977.38</u>	<u>393,206.81</u>	<u>53,770.57</u>	<u>113.68%</u>
<b>Net Ordinary Income</b>	195,099.94	129,739.41	65,360.53	150.38%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Capital Expenditures	276,242.25	276,242.25	0.00	100.0%
<b>Total Other Expense</b>	<u>276,242.25</u>	<u>276,242.25</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	<u>(276,242.25)</u>	<u>(276,242.25)</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Income</b>	<u>(81,142.31)</u>	<u>(146,502.84)</u>	<u>65,360.53</u>	<u>55.39%</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**  
**December 2022**

	<u>Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Interest</b>	7.52	0 00	7.52	100.0%
<b>Sales Tax Revenue</b>	14,866.56	15,000.00	(133.44)	99.11%
<b>Total Income</b>	<u>14,874.08</u>	<u>15,000 00</u>	<u>(125.92)</u>	<u>99.16%</u>
<b>Gross Profit</b>	<u>14,874.08</u>	<u>15,000.00</u>	<u>(125.92)</u>	<u>99.16%</u>
<b>Net Ordinary Income</b>	<u>14,874.08</u>	<u>15,000.00</u>	<u>(125.92)</u>	<u>99.16%</u>
<b>Net Income</b>	<u><u>14,874.08</u></u>	<u><u>15,000.00</u></u>	<u><u>(125.92)</u></u>	<u><u>99.16%</u></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 December 2022**

	<u>Jan - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	47.25	0.00	47.25	100.0%
Sales Tax Revenue	183,688.31	175,000.00	8,688.31	104.97%
<b>Total Income</b>	<u>183,735.56</u>	<u>175,000.00</u>	<u>8,735.56</u>	<u>104.99%</u>
<b>Gross Profit</b>	<u>183,735.56</u>	<u>175,000.00</u>	<u>8,735.56</u>	<u>104.99%</u>
<b>Net Ordinary Income</b>	<u>183,735.56</u>	<u>175,000.00</u>	<u>8,735.56</u>	<u>104.99%</u>
<b>Net Income</b>	<u><u>183,735.56</u></u>	<u><u>175,000.00</u></u>	<u><u>8,735.56</u></u>	<u><u>104.99%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

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

Account Name		Acct #	Reconciled Balance
<u>Cash Accounts:</u>			
A&P Collections General		***1584	153.05
Bond Account		***1592	CLOSED
A&P Large Project Checking	50%	***0318	1,653,460.56
A&P Small Project Checking	20%	***0348	359,965.74
A&P General Op Checking	10%	***3297	57,751.19
Benton Focus Group Checking	10%	***2274	197,290.33
Benton Event Center General Op Checking	10%	***2640	430,305.03
Benton Event Center Savings		***9832	239,305.25
<b>TOTAL OPERATING CASH &amp; INVESTMENTS</b>			<u><u>2,938,231.15</u></u>

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

	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	TOTAL
Recd in Jan	80	77	79	76	81	82	77	79	79	84	78	83	
Recd in Feb		80	77	79	76	81	82	77	79	79	84	78	
Recd in Mar			80	77	79	76	81	82	77	79	79	84	
Recd in April				80	77	79	76	81	82	77	79	79	
Recd in May					80	77	79	76	81	82	77	79	
Recd in June						80	77	79	76	81	82	77	
Recd in July							80	77	79	76	81	82	
Recd in Aug								80	77	79	76	81	
Recd in Sept									80	77	79	76	
Recd in Oct										80	77	79	
Recd in Nov											80	77	
Recd in Dec												80	
<b>TOTAL RESTAURANTS</b>	<b>138,701.68</b>	<b>119,554.09</b>	<b>117,688.28</b>	<b>143,916.24</b>	<b>143,592.95</b>	<b>151,734.16</b>	<b>135,689.27</b>	<b>152,275.77</b>	<b>142,865.15</b>	<b>144,088.35</b>	<b>138,856.39</b>	<b>134,760.57</b>	<b>1,663,722.90</b>
# of Businesses													
<b>FOOD TRUCKS:</b>													
<b>TOTAL FOOD TRUCKS</b>	<b>868.56</b>	<b>490.17</b>	<b>462.81</b>	<b>719.15</b>	<b>789.03</b>	<b>1,166.55</b>	<b>698.89</b>	<b>1,057.12</b>	<b>724.77</b>	<b>1,707.03</b>	<b>481.40</b>	<b>764.30</b>	<b>9,929.78</b>
# of Businesses													
<b>MOTEL &amp; HOTEL:</b>													
<b>TOTAL MOTEL &amp; HOTEL</b>	<b>4,265.87</b>	<b>3,610.86</b>	<b>3,404.78</b>	<b>5,335.04</b>	<b>5,238.39</b>	<b>5,184.85</b>	<b>6,003.37</b>	<b>5,123.00</b>	<b>4,007.00</b>	<b>4,976.47</b>	<b>5,941.16</b>	<b>4,513.79</b>	<b>57,604.58</b>
# of Businesses													
<b>CONVENIENCE STORE:</b>													
<b>TOTAL C-STORE</b>	<b>2,508.52</b>	<b>2,363.47</b>	<b>1,981.29</b>	<b>2,561.47</b>	<b>2,863.60</b>	<b>3,311.01</b>	<b>2,951.18</b>	<b>3,572.16</b>	<b>3,363.88</b>	<b>2,969.64</b>	<b>3,948.31</b>	<b>2,784.88</b>	<b>35,147.66</b>
# of Businesses													
<b>OTHER:</b>													
<b>TOTAL OTHER</b>	<b>5,386.47</b>	<b>1,683.98</b>	<b>2,169.87</b>	<b>4,067.72</b>	<b>1,912.84</b>	<b>3,549.31</b>	<b>7,816.33</b>	<b>4,400.58</b>	<b>1,964.28</b>	<b>2,220.49</b>	<b>1,999.87</b>	<b>3,503.07</b>	<b>40,674.81</b>
# of Businesses													
<b>GROCERY:</b>													
<b>TOTAL GROCERY</b>	<b>2,364.82</b>	<b>1,935.59</b>	<b>2,223.46</b>	<b>2,059.58</b>	<b>2,413.53</b>	<b>3,073.28</b>	<b>1,309.22</b>	<b>4,561.25</b>	<b>2,275.88</b>	<b>2,611.08</b>	<b>2,817.42</b>	<b>2,398.65</b>	<b>30,043.76</b>
# of Businesses													
<b>GRAND TOTALS</b>	<b>154,095.92</b>	<b>129,638.16</b>	<b>127,930.49</b>	<b>158,659.20</b>	<b>156,810.34</b>	<b>168,019.16</b>	<b>154,468.26</b>	<b>170,989.88</b>	<b>155,200.96</b>	<b>158,573.06</b>	<b>154,044.55</b>	<b>148,725.26</b>	<b>1,837,037.37</b>

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	141,463.51	135,536.13
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	129,755.98	109,901.21
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	119,762.25	116,259.46
% increase from 2021 to 2022	13%	19%	12%	5.27%	6.07%	10%	4%	7%	8%	21%	9%	10%

## 2022 Advertising and Promotion Funding

Sponsor/Event	Requested	Approved	Paid
Wally Hall	\$ 8,350.00	\$ 3,000.00	\$ 2,875.00
Gann Museum	\$ 4,185.00	\$ 4,185.00	\$ 3,791.19
Saline County Art League	\$ 3,060.00	\$ 3,060.00	\$ 1,372.66
Saline County Comic Expo	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00
Juneteenth - Community Outreach	\$ 500.00	\$ 500.00	\$ 432.03
Amplify Festival	\$ 15,000.00	\$ 15,000.00	\$ 13,100.78
Royal Players	\$ 2,895.00	\$ 2,895.00	\$ 2,344.50
Old Fashioned Day	\$ 5,000.00	\$ 5,000.00	\$ 2,542.65
<b>Totals</b>	<b>\$ 40,540.00</b>	<b>\$ 35,190.00</b>	<b>\$ 28,008.81</b>

Total Budgeted for 2022 Funding	\$ 40,000.00
Funds Used	(28,008.81)
Unused Budgeted Funds	\$ 11,991.19

### 2022 Funding Expenses:

Social Bug Social Media Marketing - Wally Hall	4/6/2022	\$ 2,875.00
MySaline.Com - Gann Museum	4/28/2022	\$ 600.00
Alright Printing - Gann Museum	4/28/2022	\$ 492.19
Outdoor Management Displays - Comic Expo	5/19/2022	\$ 1,550.00
Benton High School Cheerleaders - Gann Museum	6/1/2022	\$ 160.00
Burger Shack - Gann Museum	6/23/2022	\$ 400.00
Alright Printing - Juneteenth	6/23/2022	\$ 82.03
OMG Digital Ads - Juneteenth	6/23/2022	\$ 350.00
Alright Printing - Saline County Art League	7/6/2022	\$ 880.47
MySaline.com - Gann Museum	7/7/2022	\$ 200.00
Itickets Christian Happenings - Amplify	7/25/2022	\$ 1,100.00
Facebook - Amplify	8/10/2022	\$ 813.63
Haunted House Media - Royal	8/10/2022	\$ 695.00
Rockstar Passes - Amplify	8/10/2022	\$ 570.28
MySaline.com - Royal	8/10/2022	\$ 250.00
Benton Chamber of Commerce - Gann Museum	8/10/2022	\$ 395.00
Facebook - Amplify	8/10/2022	\$ 902.83
Facebook - Amplify	8/22/2022	\$ 900.00
Facebook - Amplify	8/22/2022	\$ 900.00
Facebook - Amplify	8/26/2022	\$ 900.00
Facebook - Amplify	9/2/2022	\$ 441.54
The Buzz - Amplify	9/2/2022	\$ 1,300.00
K-Love - Amplify	9/2/2022	\$ 4,372.50
Facebook - Amplify	9/2/2022	\$ 900.00
B98.5 - Royal	9/14/2022	\$ 60.00
B98.5 - Royal	9/14/2022	\$ 540.00
Alright Printing - Royal	9/21/2022	\$ 147.50
MySaline - Old Fashioned Day	10/5/2022	\$ 1,732.50

Arkie Travels - Gann Museum	10/5/2022	\$	1,297.00
Sherry Parsons-Old Fashioned Day	10/19/2022	\$	106.15
Saline Courier-Gann Museum	11/16/2022	\$	247.00
Saline Courier-Old Fashioned Day	11/28/2022	\$	704.00
Alright Printing-Saline County Art League	12/20/2022	\$	492.19
Alright Printing-The Royal	12/27/2022	\$	480.00
KURB-FM-The Royal	12/27/2022	\$	172.00
			<hr/>
		\$	28,008.81



# Benton Event Center-Event Report

December 14, 2022 to January 11, 2023

October 1, 2013 to December 13, 2022

**759,281**

	<b>Date(s)</b>	<b># of Attendees</b>
CHI/STVI Leadership Development	12/14/2022	350
Benton Utilities Christmas Party	12/15/2022	150
Huber Christmas Party	12/15/2022	86
Titan Genral Properties	12/15/2022	100
Saline County Gun & Knife Show	12/16-12/18/2022	2500
Wronger Movie Premiere	12/20/2022	200
AR Sign & Barricade	12/22/2022	110
Middleton Heat & Air Christmas Party	12/22-23/2022	325
AR Busines Alliance New Year's Eve Party	12/31/2022	400
Vega Quinceanera	1/7/2023	800

**10 events**

**5,021**

**TOTAL: 764,302**



**CITY OF BENTON**  
114 S East Street  
Benton, AR 72018  
(501) 776-5900



December 27, 2022

Prospective Banks

RE: Request for rates on A&P bank accounts

The City of Benton is seeking rates on Advertising and Promotion bank accounts. Please submit a written proposal including applicable rates; terms; any specific conditions for the checking accounts; whether checks, deposit slips, etc will be provided or extra; any applicable fees. The Advertising & Promotion commission currently has 7 open bank accounts.

Below is a listing of the average monthly collected balance.

- A&P General Operating checking \$ 45,000
- A&P Focus Group checking \$ 130,000
- Benton Event Center checking \$ 400,000
- Benton Event Center savings \$ 240,000
- A&P Collections checking clearing account
- A&P Large Project checking \$1,500,000
- A&P Small Project checking \$ 300,000

I would appreciate your consideration of this request and a proposal submission, no later than noon on Tuesday, January 10, 2023. I look forward to having discussions with you regarding your proposal and the loan structure.

You may send your response to:

City of Benton  
Mandy Spicer  
114 S. East Street  
Benton, AR 72018  
[mandy.spicer@bentonar.org](mailto:mandy.spicer@bentonar.org)

Should you have any questions concerning this letter or need additional information please contact Mandy Spicer at (501)776-5900 or via email at [mandy.spicer@bentonar.org](mailto:mandy.spicer@bentonar.org).

Sincerely,

*Mandy Spicer*

Chief Financial Officer  
City of Benton, Arkansas

**Bank Comparison**  
**Quotes based on Variable Amounts for Checking & Savings**  
**As of 01/11/2023**

	<b>Interest Rate</b>	<b>Deposit/ Checkbooks</b>	<b>Wires/ Cashier's checks</b>	<b>Account Service charges/fees</b>
Bank A	.85% APY	Deposit books complimentary	waived fees	waived
Bank B	2.00% APY		will be charged	ECR of 1.60% analyzed account to help offset all fees charged
Bank C	4.30% APY		waived fees	waived