

# **Benton Advertising & Promotion Commission**

## **Agenda**

**April 9, 2025**

**3:30 pm at the new Benton City Hall in Council Chambers  
(410 River Street)**

**I. Call to Order**

<b>II. Roll Call</b>	<b>Present</b>	<b>Absent</b>
Frank Baptist	_____	_____
Steve Brown	_____	_____
Alison Burch	_____	_____
Bill Eldridge	_____	_____
Elgin Hamner IV	_____	_____
Luke Moody	_____	_____
Greg Shinn	_____	_____

**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**

- A. Saline County Comic Expo – 2<sup>nd</sup> Reading and Vote
- B. Saline River Canoe Inc. – 2<sup>nd</sup> Reading and Vote

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

**VIII. Report on the Development of Exit 114 Property – Bill Eldridge**

**IX. Old Business**

A&P Marketing Committee – Steve Brown

**X. New Business**

Next Meeting Date – May 14

**XI. Other Business**

**XII. Adjournment**

## **BENTON ADVERTISING & PROMOTION COMMISSION**

### **Minutes**

**March 12, 2025**

**I. CALL TO ORDER**

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on March 12, 2025, at 3:30 pm at Benton City Hall in Council Chambers.

**II. ROLL CALL**

Commissioners in attendance include Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Luke Moody and Greg Shinn. Elgin Hamner was absent.

**III. MINUTES**

Luke Moody made a motion to approve the minutes of the February 12, 2025 meeting. Steve Brown seconded. Motion carried.

**IV. FINANCIAL REPORTS**

**A. Profit & Loss Reports**

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of February 28, 2025:

Bank OZK – Focus Group Project	\$643,477.72
Bank OZK – A&P	\$140,975.10
Bank OZK – Event Center	\$464,718.45
Bank OZK – Savings	<u>\$380,238.67</u>
Total Checking/Savings	\$1,629,409.94

There is a liability of \$213.00 owed to the Arkansas Department of Finance for sales tax and to the City of Benton for sales tax.

A&P profit and loss statement: for the month of February 2025 total income of \$32,465.78 and total operating expenses of \$9,333.33 resulting in net income of \$23,132.45. For the year to date as of February 2025 total income of \$32,888.35 and total operating expenses of \$19,486.89 resulting in net income of \$13,401.46.

Event Center profit and loss statement: for the month of February 2025 total income of \$76,443.45, total operating expenses of \$37,752.46 and capital expenditures of \$6,592.22 resulting in net income of \$32,098.77. For the year to date as of February 2025 total income of \$121,810.81, total operating expenses of \$88,650.63 and capital expenditures of \$36,999.27 resulting in a net loss of (\$3,839.09).

Focus Group profit and loss statement: for the month of February 2025 total income of \$16,155.58 and total operating expenses of \$0 resulting in net income of \$16,155.58. For the year to date as of February 2025, total income of \$35,962.81, total operating expenses of \$0 and total special project expense of \$50,000.00 resulting in a net loss of (\$14,037.19).

#### B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of February 28, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$5,985.10	\$9,571.21
Bond Account	Closed	Closed
A&P Large Project Checking	\$1,770,626.71	\$1,707,466.24
A&P Small Project Checking	\$1,318,681.72	\$1,289,032.36
A&P General Operating Checking	\$140,975.10	\$127,511.81
Benton Focus Group Checking	\$643,477.72	\$635,417.71
Benton Event Center Gen Operating Checking	\$473,133.08	\$442,002.12
Benton Event Center Savings	<u>\$380,238.67</u>	\$382,140.48
	\$4,733,118.10	

#### V. ADMINISTRATIVE

Collections received in the month of February 2025 were \$139,469.77 which is 8.8% less than February 2024. The collections received in February are for the month of January.

Below are the amounts collected in February of this year along with February of the previous six years:

February 2025 Collections:	\$139,469.77
February 2024 Collections:	\$152,869.71
February 2023 Collections:	\$167,462.05
February 2022 Collections:	\$129,638.16
February 2021 Collections:	\$109,322.08
February 2020 Collections:	\$117,613.40
February 2019 Collections:	\$107,528.57

Luke Moody made a motion to accept the financial reports as presented by Jordan Woolbright and Mandy Spicer. Alison Burch seconded. Motion carried.

#### VI. FUNDING REQUESTS

A. Saline County Art League – 2<sup>nd</sup> Reading and Vote – The request is for \$7,270. Alison Burch made a motion to approve funding up to \$7,270. Frank Baptist seconded. Motion carried.

- B. Royal Players – 2<sup>nd</sup> Reading and Vote – The request is for \$136,475 (\$15,475 in advertising, \$6,000 for costume house signage and \$115,000 for marquee refurbishment). Luke Moody suggested the three parts of the request be considered separately and the commissioners agreed. Jennifer Wells and Susan Dill were recognized and confirmed the \$15,475 was to advertise shows and events throughout the year (posters, Playbills and general advertising).

Luke Moody made a motion to approve funding up to \$15,475. Steve Brown seconded. Motion carried.

Costume house signage for \$6,000 – Jennifer and Susan confirmed that funds generated by this business will benefit the Royal Players which is a non-profit. They also confirmed refurbishing the marquee is a priority and temporary signage or a banner could be used at the costume house.

Marquee refurbishment of \$115,000 – When asked whether sponsorships or private funds have been solicited for this project, Jennifer and Susan answered no. They also stated grants have not been solicited as of this time. The commissioners expressed concern about setting a precedent using A&P tax funds for this type of project (historical building that is owned privately). Being good stewards of the tax funds and using them on projects/events that bring people to Benton is the priority. Replacing part of the marquee and obtaining new letters would be approximately \$6,000. This would allow the Royal to advertise its events properly but Susan stated this is just a small part of what needs to be done. The commissioners expressed support of the project and of the Royal Players and what it means to the community. Luke Moody made a motion to give up to \$25,000 to finish the refurbishment of the marquee if the other funds are raised through sponsorships, private funds, grants or other means. This would be considered a special project. Steve Brown seconded. Motion carried.

- C. Saline County Comic Expo – 1<sup>st</sup> Reading – The request is for \$3,704. Mike Tinnel was recognized and thanked the commission for the opportunity. This is the 18<sup>th</sup> year for the show and it continues to do well. Mike would like funding to work with a promotion company for signage that would be displayed in Jacksonville, Maumelle, Malvern and all cities between. The promotion company would also put the signs out, pick them up and store them to be used again. Mike said he has dealers, special guests and attendees from all over Arkansas as well as other states.
- D. Saline River Canoe Inc. – 1<sup>st</sup> Reading – The request is for \$5,000. Tonya Sacomani was recognized and said the funds would be used to advertise outdoor recreation in Benton and to bring people here. She said the company organizes four clean up events of the Saline River per year and works with the Benton Parks & Recreation Department for events. Discussion by the commissioners included: the funds would

need to be used for the advertising of specific events and not the company, the Saline River is a treasured asset and needs to be promoted and if funds were approved, the ads would have to be carefully done to not advertise the company. Tonya said she would be glad to discuss how this can be done.

VII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported about seven events that have been hosted in the building since the last meeting, including a consignment sale, two banquets, a conference and an expo. There were only three days in the period of February 10 to March 11 without an event. Attendance since the building opened on October 1, 2013 is 993,705.

VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the Buc-ees groundbreaking has been re-scheduled for April 16, 2025 at 2:00 pm.

IX. OLD BUSINESS

A&P Marketing Committee – Steve Brown reported the committee met this week to review and provide feedback on logos and tag lines received from Sells Agency. The creation of the website continues. Representatives from A&P, the Benton Chamber and the Benton Event Center will meet soon to finalize the job description for the marketing position and start the process of hiring someone to fill the position.

X. NEW BUSINESS

The next meeting of the A&P Commission will be April 9, 2025.


XI. OTHER BUSINESS

None

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Steve Brown seconded. Motion carried. The meeting was adjourned at 4:27 pm.

  
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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, 2025**

	<u>Mar 31, 25</u>	
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Bank OZK - Focus Group Project	663,404.17	643,477
Bank OZK - A&P	145,903.76	140,925
Bank OZK - Event Center	478,946.60	464,718
Bank OZK - Savings	380,947.07	380,238
<b>Total Checking/Savings</b>	<u>1,669,201.60</u>	
<b>Total Current Assets</b>	<u>1,669,201.60</u>	
<b>TOTAL ASSETS</b>	<u><u>1,669,201.60</u></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Other Current Liabilities</b>		
Sales Tax Payable	545.00	
<b>Total Other Current Liabilities</b>	<u>545.00</u>	
<b>Total Current Liabilities</b>	<u>545.00</u>	
<b>Total Liabilities</b>	545.00	
<b>Equity</b>		
Retained Earnings	1,633,671.76	
Net Income	34,984.84	
<b>Total Equity</b>	<u>1,668,656.60</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>1,669,201.60</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 2025**

	<b>Mar 25</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	431.20	350.00	81.20	123.2%
Sales Tax Revenue	17,858.95	16,808.00	1,050.95	106.25%
<b>Total Income</b>	<u>18,290.15</u>	<u>17,158.00</u>	<u>1,132.15</u>	<u>106.6%</u>
<b>Gross Profit</b>	18,290.15	17,158.00	1,132.15	106.6%
<b>Expense</b>				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	0.00	72.10	(72.10)	0.0%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	4,142.06	4,166.00	(23.94)	99.43%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Office Expense	11.10	0.00	11.10	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
<b>Total Expense</b>	<u>13,361.49</u>	<u>13,446.43</u>	<u>(84.94)</u>	<u>99.37%</u>
<b>Net Ordinary Income</b>	<u>4,928.66</u>	<u>3,711.57</u>	<u>1,217.09</u>	<u>132.79%</u>
<b>Net Income</b>	<u><u>4,928.66</u></u>	<u><u>3,711.57</u></u>	<u><u>1,217.09</u></u>	<u><u>132.79%</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 March 2025**

	<u>Jan - Mar 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	1,232.79	1,050.00	182.79	117.41%
Sales Tax Revenue	49,945.71	51,421.00	(1,475.29)	97.13%
<b>Total Income</b>	<u>51,178.50</u>	<u>52,471.00</u>	<u>(1,292.50)</u>	<u>97.54%</u>
<b>Gross Profit</b>	<u>51,178.50</u>	<u>52,471.00</u>	<u>(1,292.50)</u>	<u>97.54%</u>
<b>Expense</b>				
Accounting Services	1,975.00	1,915.00	60.00	103.13%
Advertising Expense	0.00	200.70	(200.70)	0.0%
Comp. for Commissioners	2,100.00	2,250.00	(150.00)	93.33%
Funding	4,142.06	12,499.00	(8,356.94)	33.14%
Legal Counsel	3,600.00	3,600.00	0.00	100.0%
Office Expense	11.10	0.00	11.10	100.0%
Postage	224.92	225.00	(0.08)	99.96%
Repairs & Maintenance	820.31	825.00	(4.69)	99.43%
Service Agreement	19,974.99	19,974.99	0.00	100.0%
<b>Total Expense</b>	<u>32,848.38</u>	<u>41,489.69</u>	<u>(8,641.31)</u>	<u>79.17%</u>
<b>Net Ordinary Income</b>	<u>18,330.12</u>	<u>10,981.31</u>	<u>7,348.81</u>	<u>166.92%</u>
<b>Net Income</b>	<u><u>18,330.12</u></u>	<u><u>10,981.31</u></u>	<u><u>7,348.81</u></u>	<u><u>166.92%</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**  
**March 2025**

	<u>Mar 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
Interest	2,727.41	2,300.00	427.41	118.58%
Sales-Revenue	39,291.66	50,912.00	(11,620.34)	77.18%
Sales Tax Revenue	17,858.95	16,808.00	1,050.95	106.25%
<b>Total Income</b>	<u>59,878.02</u>	<u>70,020.00</u>	<u>(10,141.98)</u>	<u>85.52%</u>
<b>Gross Profit</b>	<u>59,878.02</u>	<u>70,020.00</u>	<u>(10,141.98)</u>	<u>85.52%</u>
Expense				
Alcohol Expense	696.12	0.00	696.12	100.0%
Bank Service Fees	353.67	489.13	(135.46)	72.31%
Building Alarm System	292.15	147.61	144.54	197.92%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	1,181.25	1,345.00	(163.75)	87.83%
Contract Labor	4,033.00	4,000.00	33.00	100.83%
Dues & Memberships	0.00	1,000.00	(1,000.00)	0.0%
Health Insurance	1,364.53	1,364.53	0.00	100.0%
Internet/IT	551.95	2,193.00	(1,641.05)	25.17%
Labor Expenses	14,059.52	14,090.83	(31.31)	99.78%
Laundry Expense	613.20	1,303.05	(689.85)	47.06%
Linen & Supplies	556.28	0.00	556.28	100.0%
Office Expense	268.46	643.95	(375.49)	41.69%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	2,075.13	8,200.00	(6,124.87)	25.31%
Supplies	1,460.81	469.84	990.97	310.92%
Telephone Expense	0.00	117.00	(117.00)	0.0%
Trash Pickup	611.42	460.60	150.82	132.74%
Utilities	6,279.91	5,900.00	379.91	106.44%
Website	69.95	69.95	0.00	100.0%
<b>Total Expense</b>	<u>34,740.91</u>	<u>42,050.84</u>	<u>(7,309.93)</u>	<u>82.62%</u>
<b>Net Ordinary Income</b>	<u>25,137.11</u>	<u>27,969.16</u>	<u>(2,832.05)</u>	<u>89.87%</u>
<b>Other Income/Expense</b>				
Other Expense				
Capital Expenditures				
Network Improvements	10,532.52	0.00	10,532.52	100.0%
Chair Replacement	0.00	10,337.00	(10,337.00)	0.0%
<b>Total Capital Expenditures</b>	<u>10,532.52</u>	<u>10,337.00</u>	<u>195.52</u>	<u>101.89%</u>
<b>Total Other Expense</b>	<u>10,532.52</u>	<u>10,337.00</u>	<u>195.52</u>	<u>101.89%</u>
<b>Net Other Income</b>	<u>(10,532.52)</u>	<u>(10,337.00)</u>	<u>(195.52)</u>	<u>101.89%</u>
<b>Net Income</b>	<u>14,604.59</u>	<u>17,632.16</u>	<u>(3,027.57)</u>	<u>82.83%</u>
<b>Transfer to BEC Savings</b>	(10,000.00)			
<b>Transfer from BEC Savings</b>	10,532.52			

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 2025**

	<u>Jan - Mar 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	7,817.11	6,900.00	917.11	113.29%
<b>Sales-Revenue</b>				
Alcohol Sales-Beer/Wine	344.69	2,700.00	(2,355.31)	12.77%
Alcohol Sales-Mixed Drinks	937.96	2,500.00	(1,562.04)	37.52%
Sales-Revenue - Other	122,643.36	142,511.00	(19,867.64)	86.06%
<b>Total Sales-Revenue</b>	<u>123,926.01</u>	<u>147,711.00</u>	<u>(23,784.99)</u>	<u>83.9%</u>
Sales Tax Revenue	49,945.71	51,421.00	(1,475.29)	97.13%
<b>Total Income</b>	<u>181,688.83</u>	<u>206,032.00</u>	<u>(24,343.17)</u>	<u>88.19%</u>
<b>Gross Profit</b>	181,688.83	206,032.00	(24,343.17)	88.19%
<b>Expense</b>				
Alcohol Expense	4,902.97	4,422.20	480.77	110.87%
Bank Service Fees	1,939.64	2,033.12	(93.48)	95.4%
Building Alarm System	724.09	442.83	281.26	163.51%
Cable TV	569.70	559.05	10.65	101.91%
Cleaning Service	3,385.71	4,035.00	(649.29)	83.91%
Contract Labor	12,618.00	11,825.00	793.00	106.71%
Dues & Memberships	375.00	1,175.00	(800.00)	31.92%
Health Insurance	3,888.91	3,888.91	0.00	100.0%
Internet/IT	1,199.85	6,579.00	(5,379.15)	18.24%
Labor Expenses	48,602.90	49,443.90	(841.00)	98.3%
Laundry Expense	5,223.15	8,117.20	(2,894.05)	64.35%
Linen & Supplies	1,233.60	1,020.83	212.77	120.84%
Office Expense	2,065.21	1,569.82	495.39	131.56%
Pest Control Expense	229.68	210.00	19.68	109.37%
Repairs & Maintenance	11,121.35	26,627.33	(15,505.98)	41.77%
Supplies	3,631.88	3,177.92	453.76	114.28%
Telephone Expense	215.68	351.00	(135.32)	61.45%
Trash Pickup	1,586.12	1,479.12	107.00	107.23%
Utilities	19,688.49	18,500.00	1,168.49	106.32%
Website	209.85	209.85	0.00	100.0%
<b>Total Expense</b>	<u>123,391.58</u>	<u>145,667.08</u>	<u>(22,275.50)</u>	<u>84.71%</u>
<b>Net Ordinary Income</b>	58,297.25	60,364.92	(2,067.67)	98.58%
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
<b>Capital Expenditures</b>				
Network Improvements	10,532.52	0.00	10,532.52	100.0%
Security Cameras	23,959.14	23,959.14	0.00	100.0%
LED Lights Change Out	13,040.13	6,447.91	6,592.22	202.24%
Chair Replacement	0.00	10,337.00	(10,337.00)	0.0%
<b>Total Capital Expenditures</b>	<u>47,531.79</u>	<u>40,744.05</u>	<u>6,787.74</u>	<u>116.66%</u>
<b>Total Other Expense</b>	<u>47,531.79</u>	<u>40,744.05</u>	<u>6,787.74</u>	<u>116.66%</u>
<b>Net Other Income</b>	<u>(47,531.79)</u>	<u>(40,744.05)</u>	<u>(6,787.74)</u>	<u>116.66%</u>
<b>Net Income</b>	<u>10,765.46</u>	<u>19,620.87</u>	<u>(8,855.41)</u>	<u>54.87%</u>
 Transfer to BEC Savings	 (20,000.00)			
Transfer from BEC Savings	47,531.79			

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 2025**

	<b>Mar 25</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	2,078.60	1,500.00	578.60	138.57%
Sales Tax Revenue	17,858.95	16,808.00	1,050.95	106.25%
<b>Total Income</b>	<b>19,937.55</b>	<b>18,308.00</b>	<b>1,629.55</b>	<b>108.9%</b>
<b>Gross Profit</b>	<b>19,937.55</b>	<b>18,308.00</b>	<b>1,629.55</b>	<b>108.9%</b>
<b>Expense</b>				
Office Expense	11.10	0.00	11.10	100.0%
<b>Total Expense</b>	<b>11.10</b>	<b>0.00</b>	<b>11.10</b>	<b>100.0%</b>
<b>Net Ordinary Income</b>	<b>19,926.45</b>	<b>18,308.00</b>	<b>1,618.45</b>	<b>108.84%</b>
<b>Net Income</b>	<b>19,926.45</b>	<b>18,308.00</b>	<b>1,618.45</b>	<b>108.84%</b>

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 2025**

	<u>Jan - Mar 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest	5,954.65	4,500.00	1,454.65	132.33%
Sales Tax Revenue	49,945.71	51,421.00	(1,475.29)	97.13%
<b>Total Income</b>	<u>55,900.36</u>	<u>55,921.00</u>	<u>(20.64)</u>	<u>99.96%</u>
<b>Gross Profit</b>	<u>55,900.36</u>	<u>55,921.00</u>	<u>(20.64)</u>	<u>99.96%</u>
<b>Expense</b>				
Office Expense	11.10	0.00	11.10	100.0%
<b>Total Expense</b>	<u>11.10</u>	<u>0.00</u>	<u>11.10</u>	<u>100.0%</u>
<b>Net Ordinary Income</b>	<u>55,889.26</u>	<u>55,921.00</u>	<u>(31.74)</u>	<u>99.94%</u>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Special Projects	50,000.00	50,000.00	0.00	100.0%
<b>Total Other Expense</b>	<u>50,000.00</u>	<u>50,000.00</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Other Income</b>	<u>(50,000.00)</u>	<u>(50,000.00)</u>	<u>0.00</u>	<u>100.0%</u>
<b>Net Income</b>	<u><u>5,889.26</u></u>	<u><u>5,921.00</u></u>	<u><u>(31.74)</u></u>	<u><u>99.46%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances  
March 31, 2025

Account Name		Acct #	Statement Balance	Previous Month's Balance
<u>Cash Accounts:</u>				
A&P Collections General		***1584	8,981.27	5,985.10
				0.00
A&P Large Project Checking	50%	***0318	1,848,619.43	1,770,626.71
A&P Small Project Checking	20%	***0348	1,358,048.93	1,318,681.72
A&P General Op Checking	10%	***3297	148,125.82	140,975.10
Benton Focus Group Checking	10%	***2274	663,404.17	643,477.72
				0.00
Benton Event Center General Op Checking	10%	***2640	480,209.06	473,133.08
Benton Event Center Savings		***9832	380,947.07	380,238.67
TOTAL OPERATING CASH & INVESTMENTS				<u><u>4,888,335.75</u></u>

**BENTON ADVERTISING & PROMOTION  
COLLECTIONS - FY2025 - NET**

[illegible][illegible]

# Benton Event Center-Event Report

March 12, 2025 to April 9, 2025

October 1, 2013 to March 11, 2025

993,705

	Date(s)	# of Attendees
AAEA- AACIA Conference	3/12-3/13/2025	400
Second Jurisdiction Women Conference	3/14-3/15/2025	1100
AR AIMS AP English Spring Workshop	3/16-3/18/2025	120
CHI/STVI Leadership Development	3/18-3/19/2025	210
Hurricane Creek FCU Annual Meeting	3/20/2025	280
Burkhalter Reception	3/20/2025	40
Evergreen Living Staff Meeting	3/21/2025	40
Barnes Family	3/22/2025	120
Sportscard Show/ Vinyl Con	3/22/2025	500
Green Birthday Party	3/23/2025	40
Mondelez Mid Delta Sales Rally	3/31-4/1/2025	150
Entergy Chairperson's Training	3/31/2025	0 rescheduled
Chamber Bingo	4/2-3/2025	950
Sweet Arts Fundraiser	4/5/2025	0 rescheduled to September
FCA Banquet	4/6/2025	400
New Beginnings Banquet	4/7/2025	450

# of Events: 16

TOTAL: 4,800

TOTAL: 998,505