

Benton Advertising & Promotion Commission
Agenda
June 11, 2025
3:30 pm at Benton City Hall in Council Chambers
(410 River Street)

I. Call to Order

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

III. Minutes from May 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. Old Fashioned Day – 2nd Reading and Vote
- B. AFC Benton – Follow Up

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 – Bill Eldridge

X. New Business

- A. BEC Lighting System – Nikki Chumley
- B. Next Meeting Date – July 9

XI. Other Business

XII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

May 14, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on May 14, 2025, at 3:33 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

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

III. MINUTES

Luke Moody made a motion to approve the minutes of the April 9, 2025 meeting. Elgin Hamner 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 April 30, 2025:

Bank OZK – Focus Group Project	\$685,538.67
Bank OZK – A&P	\$156,611.91
Bank OZK – Event Center	\$500,439.36
Bank OZK – Savings	<u>\$392,169.15</u>
Total Checking/Savings	\$1,734,759.09

There is a liability of \$635.74 owed to the Arkansas Department of Finance for sales tax.

A&P profit and loss statement: for the month of April 2025 total income of \$20,500.13 and total operating expenses of \$9,791.98 resulting in net income of \$10,708.15. For the year to date as of April 2025 total income of \$71,678.63 and total operating expenses of \$42,640.36 resulting in net income of \$29,038.27.

Event Center profit and loss statement: for the month of April 2025 total income of \$70,935.09, total operating expenses of \$35,816.21 and capital expenditures of \$2,494.78 resulting in net income of \$32,624.10. For the year to date as of April 2025 total income of \$252,623.92, total operating expenses of \$159,207.79 and capital expenditures of \$50,026.57 resulting in net income of \$43,389.56.

Focus Group profit and loss statement: for the month of April 2025 total income of \$22,134.50 and total operating expenses of \$0 resulting in net income of \$22,134.50. For the year to date as of April 2025, total income of \$78,034.86, total operating expenses of \$11.10 and total special project expense of \$50,000.00 resulting in net income of \$28,023.76.

B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of April 30, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$10,962.44	\$8,981.27
A&P Large Project Checking	\$1,950,783.52	\$1,848,619.43
A&P Small Project Checking	\$1,402,415.50	\$1,358,048.93
A&P General Operating Checking	\$158,855.12	\$148,125.82
Benton Focus Group Checking	\$685,538.67	\$663,404.17
Benton Event Center Gen Operating Checking	\$517,418.13	\$480,209.06
Benton Event Center Savings	<u>\$392,169.15</u>	\$380,947.07
	\$5,118,142.53	

V. ADMINISTRATIVE

Collections received in the month of April 2025 were \$202,375.79, which is 1.5% more than in April 2024. The collections received in April are for the month of March. This is the first time a month's collections have exceeded \$200,000.

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

April 2025 Collections:	\$202,375.79
April 2024 Collections:	\$199,422.47
April 2023 Collections:	\$174,446.63
April 2022 Collections:	\$158,659.20
April 2021 Collections:	\$150,715.18
April 2020 Collections:	\$105,889.39
April 2019 Collections:	\$120,020.47

There is one restaurant delinquent since November 2024 and Mandy requested approval to start the hearing process. The commissioners agreed and told her to move forward with starting the process.

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 REQUEST

Old Fashioned Day Committee – 1st Reading – The request is for \$6,000. Bill Eldridge recognized Tonya Morgan. Tonya thanked the commissioners for the opportunity and provided the following information: Old Fashioned Day is scheduled for October 11 and will add an After Dark event with live music and a street dance, downtown businesses will participate in Old Fashioned Day, marketing will be extensive, there will be more vendors participating and the daytime events will last until 2:00 pm. The commission will vote at its June meeting.

VII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported about 19 events that have been hosted in the building since the last meeting, including the Memphis Flea Market, two proms, a banquet, a job fair, a business expo and conferences. Attendance also hit the millionth person milestone. Attendance is at 1,005,655 as of May 13.

VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge recognized Dan Beranek with McClelland Consulting Engineers who reported that the permit has been requested from USACE for the Thomas Park Project. He recommends developing an early site package for the rough grading earthwork on the Thomas Park RV and Soccer Projects and requesting bids. McClelland would prepare the necessary drawings and specs and advertise for projects bids and the bids would have a 120 holding period due to the unknown permit issuance date from USACE. He anticipates having a firm update at the July A&P meeting. Luke Moody made a motion to start the process for bids for the rough grading earthwork on the Thomas Park RV and Soccer Projects. Elgin Hamner seconded. Motion carried.

IX. OLD BUSINESS

A&P Marketing Committee – In Steve Brown's absence, Bill Eldridge gave the report. A new marketing person has been hired and will start May 19th. Rachel Rivers will be employed by the Benton Chamber and her time will be allocated between the A&P, the Benton Event Center and the Chamber.

Drew Finkbeiner with Sells Agency reported they continue to make progress on videos and the photo gallery for the new website. He looks forward to working with Rachel and representatives will continue to attend the different events to gather content.

X. NEW BUSINESS

The next meeting of the A&P Commission will be June 11, 2025.

XI. OTHER BUSINESS

None.

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Alison Burch seconded. Motion carried. The meeting was adjourned at 3:55 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 May 31, 2025

	<u>May 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Project	705,914.03
Bank OZK - A&P	158,363.04
Bank OZK - Event Center	516,369.16
Bank OZK - Savings	400,927.86
Total Checking/Savings	<u>1,781,574.09</u>
Total Current Assets	<u>1,781,574.09</u>
TOTAL ASSETS	<u><u>1,781,574.09</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	345.00
Total Other Current Liabilities	<u>345.00</u>
Total Current Liabilities	<u>345.00</u>
Total Liabilities	345.00
Equity	
Retained Earnings	1,633,671.76
Net Income	147,557.33
Total Equity	<u>1,781,229.09</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,781,574.09</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
May 2025

	<u>May 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	463.62	350.00	113.62	132.46%
Sales Tax Revenue	18,232.33	18,842.00	(609.67)	96.76%
Total Income	<u>18,695.95</u>	<u>19,192.00</u>	<u>(496.05)</u>	<u>97.42%</u>
Gross Profit	18,695.95	19,192.00	(496.05)	97.42%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	0.00	64.30	(64.30)	0.0%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	6,655.90	4,166.00	2,489.90	159.77%
Labor Expenses	260.28	0.00	260.28	100.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Repairs & Maintenance	820.31	0.00	820.31	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>16,944.82</u>	<u>13,438.63</u>	<u>3,506.19</u>	<u>126.09%</u>
Net Ordinary Income	<u>1,751.13</u>	<u>5,753.37</u>	<u>(4,002.24)</u>	<u>30.44%</u>
Net Income	<u>1,751.13</u>	<u>5,753.37</u>	<u>(4,002.24)</u>	<u>30.44%</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 May 2025

	<u>Jan - May 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,136.13	1,750.00	386.13	122.07%
Sales Tax Revenue	88,238.45	90,713.00	(2,474.55)	97.27%
Total Income	<u>90,374.58</u>	<u>92,463.00</u>	<u>(2,088.42)</u>	<u>97.74%</u>
Gross Profit	90,374.58	92,463.00	(2,088.42)	97.74%
Expense				
Accounting Services	3,175.00	3,115.00	60.00	101.93%
Advertising Expense	82.50	265.00	(182.50)	31.13%
Comp. for Commissioners	3,450.00	3,750.00	(300.00)	92.0%
Funding	11,449.11	20,832.00	(9,382.89)	54.96%
Labor Expenses	260.28	0.00	260.28	100.0%
Legal Counsel	6,000.00	6,000.00	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	1,640.62	1,650.00	(9.38)	99.43%
Service Agreement	33,291.65	33,291.65	0.00	100.0%
Total Expense	<u>59,585.18</u>	<u>69,128.65</u>	<u>(9,543.47)</u>	<u>86.2%</u>
Net Ordinary Income	<u>30,789.40</u>	<u>23,334.35</u>	<u>7,455.05</u>	<u>131.95%</u>
Net Income	<u>30,789.40</u>	<u>23,334.35</u>	<u>7,455.05</u>	<u>131.95%</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
May 2025

	<u>May 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,802.52	2,300.00	502.52	121.85%
Sales-Revenue	43,204.75	38,647.00	4,557.75	111.79%
Sales Tax Revenue	18,232.33	18,842.00	(609.67)	96.76%
Total Income	<u>64,239.60</u>	<u>59,789.00</u>	<u>4,450.60</u>	<u>107.44%</u>
Gross Profit	64,239.60	59,789.00	4,450.60	107.44%
Expense				
Alcohol Expense	86.58	406.90	(320.32)	21.28%
Bank Service Fees	313.60	424.86	(111.26)	73.81%
Building Alarm System	295.22	1,143.03	(847.81)	25.83%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	1,334.32	1,345.00	(10.68)	99.21%
Contract Labor	4,614.80	5,000.00	(385.20)	92.3%
Dues & Memberships	175.00	0.00	175.00	100.0%
Health Insurance	1,364.53	1,364.53	0.00	100.0%
Internet/IT	1,824.95	2,193.00	(368.05)	83.22%
Labor Expenses	14,124.59	14,090.83	33.76	100.24%
Laundry Expense	2,200.95	0.00	2,200.95	100.0%
Office Expense	536.62	252.39	284.23	212.62%
Pest Control Expense	404.69	345.00	59.69	117.3%
Repairs & Maintenance	5,536.26	8,859.17	(3,322.91)	62.49%
Supplies	415.22	1,839.67	(1,424.45)	22.57%
Telephone Expense	84.50	117.00	(32.50)	72.22%
Trash Pickup	202.74	460.60	(257.86)	44.02%
Utilities	5,478.83	4,862.35	616.48	112.68%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>39,260.35</u>	<u>42,960.63</u>	<u>(3,700.28)</u>	<u>91.39%</u>
Net Ordinary Income	24,979.25	16,828.37	8,150.88	148.44%
Other Income/Expense				
Other Expense				
Capital Expenditures				
LED Lights Change Out	0.00	6,500.00	(6,500.00)	0.0%
Total Capital Expenditures	<u>0.00</u>	<u>6,500.00</u>	<u>(6,500.00)</u>	<u>0.0%</u>
Total Other Expense	<u>0.00</u>	<u>6,500.00</u>	<u>(6,500.00)</u>	<u>0.0%</u>
Net Other Income	0.00	(6,500.00)	6,500.00	0.0%
Net Income	<u>24,979.25</u>	<u>10,328.37</u>	<u>14,650.88</u>	<u>241.85%</u>
 Transfer to BEC Savings	 (10,000.00)			
Transfer from BEC Savings	2,494.78			

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 May 2025

	Jan - May 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	13,332.10	11,500.00	1,832.10	115.93%
Sales-Revenue				
Alcohol Sales-Beer/Wine	1,642.98	3,900.00	(2,257.02)	42.13%
Alcohol Sales-Mixed Drinks	1,245.36	2,700.00	(1,454.64)	46.12%
Sales-Revenue - Other	212,404.63	206,961.00	5,443.63	102.63%
Total Sales-Revenue	215,292.97	213,561.00	1,731.97	100.81%
Sales Tax Revenue	88,238.45	90,713.00	(2,474.55)	97.27%
Total Income	316,863.52	315,774.00	1,089.52	100.35%
Gross Profit	316,863.52	315,774.00	1,089.52	100.35%
Expense				
Alcohol Expense	4,989.55	4,829.10	160.45	103.32%
Bank Service Fees	2,887.93	2,849.83	38.10	101.34%
Building Alarm System	1,019.31	1,733.47	(714.16)	58.8%
Cable TV	963.70	931.75	31.95	103.43%
Cleaning Service	6,206.45	6,725.00	(518.55)	92.29%
Contract Labor	20,553.30	21,225.00	(671.70)	96.84%
Dues & Memberships	550.00	1,175.00	(625.00)	46.81%
Health Insurance	6,617.97	6,617.97	0.00	100.0%
Internet/IT	3,403.75	10,965.00	(7,561.25)	31.04%
Labor Expenses	76,787.01	77,625.56	(838.55)	98.92%
Laundry Expense	10,238.25	9,836.35	401.90	104.09%
Linen & Supplies	1,233.60	1,138.96	94.64	108.31%
Office Expense	3,887.61	2,315.91	1,571.70	167.87%
Pest Control Expense	710.93	625.00	85.93	113.75%
Repairs & Maintenance	19,211.80	41,315.25	(22,103.45)	46.5%
Supplies	5,316.56	7,675.95	(2,359.39)	69.26%
Telephone Expense	515.78	585.00	(69.22)	88.17%
Trash Pickup	2,356.46	2,497.64	(141.18)	94.35%
Utilities	30,668.43	28,809.75	1,858.68	106.45%
Website	349.75	349.75	0.00	100.0%
Total Expense	198,468.14	229,827.24	(31,359.10)	86.36%
Net Ordinary Income	118,395.38	85,946.76	32,448.62	137.75%
Other Income/Expense				
Other Expense				
Capital Expenditures				
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	15,534.91	12,947.91	2,587.00	119.98%
Chair Replacement	0.00	10,337.00	(10,337.00)	0.0%
Total Capital Expenditures	50,026.57	47,244.05	2,782.52	105.89%
Total Other Expense	50,026.57	47,244.05	2,782.52	105.89%
Net Other Income	(50,026.57)	(47,244.05)	(2,782.52)	105.89%
Net Income	68,368.81	38,702.71	29,666.10	176.65%
Transfer to BEC Savings	(40,000.00)			
Transfer from BEC Savings	(50,026.57)			

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
May 2025

	May 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	2,143.03	1,500.00	643.03	142.87%
Sales Tax Revenue	18,232.33	18,842.00	(609.67)	96.76%
Total Income	<u>20,375.36</u>	<u>20,342.00</u>	<u>33.36</u>	<u>100.16%</u>
Gross Profit	<u>20,375.36</u>	<u>20,342.00</u>	<u>33.36</u>	<u>100.16%</u>
Net Ordinary Income	<u>20,375.36</u>	<u>20,342.00</u>	<u>33.36</u>	<u>100.16%</u>
Net Income	<u><u>20,375.36</u></u>	<u><u>20,342.00</u></u>	<u><u>33.36</u></u>	<u><u>100.16%</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 May 2025

	Jan - May 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	10,171.77	7,500.00	2,671.77	135.62%
Sales Tax Revenue	88,238.45	90,713.00	(2,474.55)	97.27%
Total Income	98,410.22	98,213.00	197.22	100.2%
Gross Profit	98,410.22	98,213.00	197.22	100.2%
Expense				
Office Expense	11.10	0.00	11.10	100.0%
Total Expense	11.10	0.00	11.10	100.0%
Net Ordinary Income	98,399.12	98,213.00	186.12	100.19%
Other Income/Expense				
Other Expense				
Special Projects	50,000.00	100,000.00	(50,000.00)	50.0%
Total Other Expense	50,000.00	100,000.00	(50,000.00)	50.0%
Net Other Income	(50,000.00)	(100,000.00)	50,000.00	50.0%
Net Income	48,399.12	(1,787.00)	50,186.12	(2,708.4%)

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

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

Account Name		Acct #	Statement Balance	Previous Month's Balance
<u>Cash Accounts:</u>				
A&P Collections General		***1584	9,430.59	10,962.44
Bond Account		***1592	CLOSED	#REF!
				0.00
A&P Large Project Checking	50%	***0318	2,020,922.18	1,950,783.52
A&P Small Project Checking	20%	***0348	1,441,775.94	1,402,415.50
A&P General Op Checking	10%	***3297	161,239.67	158,855.12
Benton Focus Group Checking	10%	***2274	705,914.03	685,538.67
				0.00
Benton Event Center General Op Checking	10%	***2640	535,949.15	517,418.13
Benton Event Center Savings		***9832	400,927.86	392,169.15

TOTAL OPERATING CASH & INVESTMENTS

5,276,159.42

[illegible][illegible]

Benton Event Center-Event Report

May 14, 2025 to June 10, 2025

October 1, 2013 to May 13, 2025

1,005,855

	Date(s)	# of Attendees
E-Stem Sports Banquet	5/14/2025	300
Scrappers Gone Wild	5/15-18/2025	340
Tax Lien Code Meeting	5/15/2025	100
Rental Concepts	5/19/2025	65
Credit Union Chapter Meeting	5/19/2025	40
Woodland Hills Graduation	5/20/2025	900
AR State Police Awards Ceremony	5/21/2025	325
Amplify Team Luncheon	5/22/2025	150
Memphis Flea Market	5/30-6/1/2025	500
First Security Trip Preview	6/2/2025	75
AR Association of Couty Judges Conference	6/3-6/6/2025	930
Early Childhood Expo	6/7/2025	30
AASEA Summer Conference	6/8-6/10/2025	450

of Events: 13

TOTAL: 4,205

TOTAL: 1,010,060