

Benton Advertising & Promotion Commission

Agenda

May 14, 2025

**3:30 pm at the new 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 April 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 – 1st Reading

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 – June 11

XI. Other Business

XII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

April 9, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on April 9, 2025, at 3:31 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

Commissioners in attendance were Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Elgin Hamner, Luke Moody and Greg Shinn. No one was absent.

III. MINUTES

Luke Moody made a motion to approve the minutes of the March 12, 2025 meeting. Frank Baptist 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 March 31, 2025:

Bank OZK – Focus Group Project	\$663,404.17
Bank OZK – A&P	\$145,903.76
Bank OZK – Event Center	\$478,946.60
Bank OZK – Savings	<u>\$380,947.07</u>
Total Checking/Savings	\$1,669,201.60

There is a liability of \$545.00 owed to the Arkansas Department of Finance for sales tax.

A&P profit and loss statement: for the month of March 2025 total income of \$18,290.15 and total operating expenses of \$13,361.49 resulting in net income of \$4,928.66. For the year to date as of March 2025 total income of \$51,178.50 and total operating expenses of \$32,848.38 resulting in net income of \$18,330.12.

Event Center profit and loss statement: for the month of March 2025 total income of \$59,878.02, total operating expenses of \$34,740.91 and capital expenditures of \$10,532.52 resulting in net income of \$14,604.59. For the year to date as of March 2025 total income of \$181,688.83, total operating expenses of \$123,391.58 and capital expenditures of \$47,531.79 resulting in net income of \$10,765.46.

Focus Group profit and loss statement: for the month of March 2025 total income of \$19,937.55 and total operating expenses of \$11.10 resulting in net income of \$19,926.45. For the year to date as of March 2025, total income of \$55,900.36, total operating expenses of \$11.10 and total special project expense of \$50,000.00 resulting in net income of \$5,889.26.

B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of March 31, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$8,981.27	\$5,985.10
A&P Large Project Checking	\$1,848,619.43	\$1,770,626.71
A&P Small Project Checking	\$1,358,048.93	\$1,318,681.72
A&P General Operating Checking	\$148,125.82	\$140,975.10
Benton Focus Group Checking	\$663,404.17	\$643,477.72
Benton Event Center Gen Operating Checking	\$480,209.06	\$473,133.08
Benton Event Center Savings	<u>\$380,947.07</u>	<u>\$380,238.67</u>
	\$4,888,335.75	

V. ADMINISTRATIVE

Collections received in the month of March 2025 were \$181,237.48 which is 10.5% more than in March 2024. The collections received in March are for the month of February.

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

March 2025 Collections:	\$181,237.48
March 2024 Collections:	\$164,045.85
March 2023 Collections:	\$153,767.56
March 2022 Collections:	\$127,930.49
March 2021 Collections:	\$114,271.51
March 2020 Collections:	\$111,444.38
March 2019 Collections:	\$110,355.97

There are 20 restaurants and food trucks currently delinquent with the majority of them being one month late. Mandy anticipates the accounts being brought current before the next meeting.

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 Comic Expo – 2nd Reading and Vote – The request is for \$3,704. Alison Burch asked if the re-usable signage would decrease any future funding request. Mike Tinnell responded yes since the dates could be changed on the signs. Luke Moody made a motion to approve funding up to \$3,704 for the Saline County Comic Expo. Alison Burch seconded. Motion carried.
- B. Saline River Canoe Inc. – 2nd Reading and Vote – The request is for \$5,000. Bill Eldridge explained that this request has been tabled by Saline River Canoe and will be discussed at a later meeting.

VII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported about 16 events that have been hosted in the building since the last meeting, including conferences, a workshop, banquets, bingo, company meetings and family celebrations. Attendance since the building opened on October 1, 2013 is 998,505. Nikki projects the attendance will reach a million people next week. Two events had to be cancelled because of last week's thunderstorms but will be rescheduled. The building lost power for approximately 24 hours because of the storms. This is the first time power has been lost for a significant length of time.

VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported the Buc-ees groundbreaking will be on April 16, 2025 at 2:00 pm.

IX. OLD BUSINESS

A&P Marketing Committee – Steve Brown reported the committee has been working with the marketing agency on a new logo, tagline and branding. He distributed an example of what they've been working on and said the process is continuing. He reported that he's met with Gary James several times and the posting for the new marketing position will happen within the next few days. The current plan is for the workload and salary to be allocated as follows: 60% A&P, 15% Benton Event Center and 25% Benton Chamber. Luke Moody made a motion to approve this allocation. Alison Burch seconded. Motion carried.

Alison Burch suggested for the marketing committee to revisit the matter of "Welcome to Benton" signage and additional signage within the city once the website project is complete. The commissioners agreed this would be a good project to handle next.

X. NEW BUSINESS

The next meeting of the A&P Commission will be May 14, 2025.

XI. OTHER BUSINESS


Frank Baptist re-iterated that signage recognizing the entrances into Benton would be a good project. Bill Eldridge stated the marketing committee would work on this once its current project is solidified.

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Alison Burch seconded. Motion carried. The meeting was adjourned at 3:56 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 April 30, 2025

	<u>Apr 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
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	392,169.15
Total Checking/Savings	<u>1,734,759.09</u>
Total Current Assets	<u>1,734,759.09</u>
TOTAL ASSETS	<u><u>1,734,759.09</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	635.74
Total Other Current Liabilities	<u>635.74</u>
Total Current Liabilities	<u>635.74</u>
Total Liabilities	635.74
Equity	
Retained Earnings	1,633,671.76
Net Income	100,451.59
Total Equity	<u>1,734,123.35</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,734,759.09</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
April 2025

	<u>Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	439.72	350.00	89.72	125.63%
Sales Tax Revenue	20,060.41	20,450.00	(389.59)	98.1%
Total Income	<u>20,500.13</u>	<u>20,800.00</u>	<u>(299.87)</u>	<u>98.56%</u>
Gross Profit	20,500.13	20,800.00	(299.87)	98.56%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	82.50	0.00	82.50	100.0%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	651.15	4,167.00	(3,515.85)	15.63%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Repairs & Maintenance	0.00	825.00	(825.00)	0.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>9,791.98</u>	<u>14,200.33</u>	<u>(4,408.35)</u>	<u>68.96%</u>
Net Ordinary Income	<u>10,708.15</u>	<u>6,599.67</u>	<u>4,108.48</u>	<u>162.25%</u>
Net Income	<u>10,708.15</u>	<u>6,599.67</u>	<u>4,108.48</u>	<u>162.25%</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 April 2025

	<u>Jan - Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	1,672.51	1,400.00	272.51	119.47%
Sales Tax Revenue	70,006.12	71,871.00	(1,864.88)	97.41%
Total Income	<u>71,678.63</u>	<u>73,271.00</u>	<u>(1,592.37)</u>	<u>97.83%</u>
Gross Profit	<u>71,678.63</u>	<u>73,271.00</u>	<u>(1,592.37)</u>	<u>97.83%</u>
Expense				
Accounting Services	2,575.00	2,515.00	60.00	102.39%
Advertising Expense	82.50	200.70	(118.20)	41.11%
Comp. for Commissioners	2,700.00	3,000.00	(300.00)	90.0%
Funding	4,793.21	16,666.00	(11,872.79)	28.76%
Legal Counsel	4,800.00	4,800.00	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	1,650.00	(829.69)	49.72%
Service Agreement	26,633.32	26,633.32	0.00	100.0%
Total Expense	<u>42,640.36</u>	<u>55,690.02</u>	<u>(13,049.66)</u>	<u>76.57%</u>
Net Ordinary Income	<u>29,038.27</u>	<u>17,580.98</u>	<u>11,457.29</u>	<u>165.17%</u>
Net Income	<u><u>29,038.27</u></u>	<u><u>17,580.98</u></u>	<u><u>11,457.29</u></u>	<u><u>165.17%</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
April 2025

	<u>Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,712.47	2,300.00	412.47	117.93%
Sales-Revenue				
Alcohol Sales-Beer/Wine	1,298.29	1,200.00	98.29	108.19%
Alcohol Sales-Mixed Drinks	307.40	200.00	107.40	153.7%
Sales-Revenue - Other	46,556.52	25,803.00	20,753.52	180.43%
Total Sales-Revenue	48,162.21	27,203.00	20,959.21	177.05%
Sales Tax Revenue	20,060.41	20,450.00	(389.59)	98.1%
Total Income	<u>70,935.09</u>	<u>49,953.00</u>	<u>20,982.09</u>	<u>142.0%</u>
Gross Profit	70,935.09	49,953.00	20,982.09	142.0%
Expense				
Bank Service Fees	634.69	391.85	242.84	161.97%
Building Alarm System	0.00	147.61	(147.61)	0.0%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	1,486.42	1,345.00	141.42	110.51%
Contract Labor	3,320.50	4,400.00	(1,079.50)	75.47%
Health Insurance	1,364.53	1,364.53	0.00	100.0%
Internet/IT	378.95	2,193.00	(1,814.05)	17.28%
Labor Expenses	14,059.52	14,090.83	(31.31)	99.78%
Laundry Expense	2,814.15	1,719.15	1,095.00	163.69%
Linen & Supplies	0.00	118.13	(118.13)	0.0%
Office Expense	1,285.78	493.70	792.08	260.44%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	2,554.19	5,828.75	(3,274.56)	43.82%
Supplies	1,269.66	2,658.36	(1,388.70)	47.76%
Telephone Expense	215.60	117.00	98.60	184.27%
Trash Pickup	567.60	557.92	9.68	101.74%
Utilities	5,521.11	5,447.40	73.71	101.35%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>35,816.21</u>	<u>41,199.53</u>	<u>(5,383.32)</u>	<u>86.93%</u>
Net Ordinary Income	35,118.88	8,753.47	26,365.41	401.2%
Other Income/Expense				
Other Expense				
Capital Expenditures				
LED Lights Change Out	2,494.78	0.00	2,494.78	100.0%
Total Capital Expenditures	2,494.78	0.00	2,494.78	100.0%
Total Other Expense	2,494.78	0.00	2,494.78	100.0%
Net Other Income	(2,494.78)	0.00	(2,494.78)	100.0%
Net Income	<u>32,624.10</u>	<u>8,753.47</u>	<u>23,870.63</u>	<u>372.7%</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 April 2025

	Jan - Apr 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	10,529.58	9,200.00	1,329.58	114.45%
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	169,199.88	168,314.00	885.88	100.53%
Total Sales-Revenue	172,088.22	174,914.00	(2,825.78)	98.38%
Sales Tax Revenue	70,006.12	71,871.00	(1,864.88)	97.41%
Total Income	252,623.92	255,985.00	(3,361.08)	98.69%
Gross Profit	252,623.92	255,985.00	(3,361.08)	98.69%
Expense				
Alcohol Expense	4,902.97	4,422.20	480.77	110.87%
Bank Service Fees	2,574.33	2,424.97	149.36	106.16%
Building Alarm System	724.09	590.44	133.65	122.64%
Cable TV	766.70	745.40	21.30	102.86%
Cleaning Service	4,872.13	5,380.00	(507.87)	90.56%
Contract Labor	15,938.50	16,225.00	(286.50)	98.23%
Dues & Memberships	375.00	1,175.00	(800.00)	31.92%
Health Insurance	5,253.44	5,253.44	0.00	100.0%
Internet/IT	1,578.80	8,772.00	(7,193.20)	18.0%
Labor Expenses	62,662.42	63,534.73	(872.31)	98.63%
Laundry Expense	8,037.30	9,836.35	(1,799.05)	81.71%
Linen & Supplies	1,233.60	1,138.96	94.64	108.31%
Office Expense	3,350.99	2,063.52	1,287.47	162.39%
Pest Control Expense	306.24	280.00	26.24	109.37%
Repairs & Maintenance	13,675.54	32,456.08	(18,780.54)	42.14%
Supplies	4,901.34	5,836.28	(934.94)	83.98%
Telephone Expense	431.28	468.00	(36.72)	92.15%
Trash Pickup	2,153.72	2,037.04	116.68	105.73%
Utilities	25,189.60	23,947.40	1,242.20	105.19%
Website	279.80	279.80	0.00	100.0%
Total Expense	159,207.79	186,866.61	(27,658.82)	85.2%
Net Ordinary Income	93,416.13	69,118.39	24,297.74	135.15%
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	6,447.91	9,087.00	240.93%
Chair Replacement	0.00	10,337.00	(10,337.00)	0.0%
Total Capital Expenditures	50,026.57	40,744.05	9,282.52	122.78%
Total Other Expense	50,026.57	40,744.05	9,282.52	122.78%
Net Other Income	(50,026.57)	(40,744.05)	(9,282.52)	122.78%
Net Income	43,389.56	28,374.34	15,015.22	152.92%

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
April 2025

	<u>Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,074.09	1,500.00	574.09	138.27%
Sales Tax Revenue	20,060.41	20,450.00	(389.59)	98.1%
Total Income	<u>22,134.50</u>	<u>21,950.00</u>	<u>184.50</u>	<u>100.84%</u>
Gross Profit	<u>22,134.50</u>	<u>21,950.00</u>	<u>184.50</u>	<u>100.84%</u>
Net Ordinary Income	<u>22,134.50</u>	<u>21,950.00</u>	<u>184.50</u>	<u>100.84%</u>
Other Income/Expense				
Other Expense				
Special Projects	0.00	50,000.00	(50,000.00)	0.0%
Total Other Expense	<u>0.00</u>	<u>50,000.00</u>	<u>(50,000.00)</u>	<u>0.0%</u>
Net Other Income	<u>0.00</u>	<u>(50,000.00)</u>	<u>50,000.00</u>	<u>0.0%</u>
Net Income	<u>22,134.50</u>	<u>(28,050.00)</u>	<u>50,184.50</u>	<u>(78.91%)</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 April 2025

	<u>Jan - Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	8,028.74	6,000.00	2,028.74	133.81%
Sales Tax Revenue	70,006.12	71,871.00	(1,864.88)	97.41%
Total Income	<u>78,034.86</u>	<u>77,871.00</u>	<u>163.86</u>	<u>100.21%</u>
Gross Profit	<u>78,034.86</u>	<u>77,871.00</u>	<u>163.86</u>	<u>100.21%</u>
Expense				
Office Expense	11.10	0.00	11.10	100.0%
Total Expense	<u>11.10</u>	<u>0.00</u>	<u>11.10</u>	<u>100.0%</u>
Net Ordinary Income	<u>78,023.76</u>	<u>77,871.00</u>	<u>152.76</u>	<u>100.2%</u>
Other Income/Expense				
Other Expense				
Special Projects	50,000.00	100,000.00	(50,000.00)	50.0%
Total Other Expense	<u>50,000.00</u>	<u>100,000.00</u>	<u>(50,000.00)</u>	<u>50.0%</u>
Net Other Income	<u>(50,000.00)</u>	<u>(100,000.00)</u>	<u>50,000.00</u>	<u>50.0%</u>
Net Income	<u><u>28,023.76</u></u>	<u><u>(22,129.00)</u></u>	<u><u>50,152.76</u></u>	<u><u>(126.64%)</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances
April 30, 2025

Account Name		Acct #	Statement Balance	Previous Month's Balance
<u>Cash Accounts:</u>				
A&P Collections General		***1584	10,962.44	8,981.27
				0.00
A&P Large Project Checking	50%	***0318	1,950,783.52	1,848,619.43
A&P Small Project Checking	20%	***0348	1,402,415.50	1,358,048.93
A&P General Op Checking	10%	***3297	158,855.12	148,125.82
Benton Focus Group Checking	10%	***2274	685,538.67	663,404.17
				0.00
Benton Event Center General Op Checking	10%	***2640	517,418.13	480,209.06
Benton Event Center Savings		***9832	392,169.15	380,947.07

TOTAL OPERATING CASH & INVESTMENTS

5,118,142.53

RESTAURANTS:2024 Collections[illegible]

Benton Event Center-Event Report

April 10, 2025 to May 13, 2025

October 1, 2013 to April 9, 2025

998,505

	Date(s)	# of Attendees
Memphis Flea Market	4/11-4/13/25	1,200
AR Basketball Coaches Banquet	4/14/2025	175
Benton Boy's Basketball Championship Banquet	4/15/2025	100
RetirePath Meeting	4/15/2025	20
Benton Chamber Luncheon	4/16/2025	240
Project Prevent Youth Conference	4/17/2025	300
Bauxite Prom	4/18/2025	600
Collective Church	4/19-4/20/25	700
McGraw Regional Sales Meeting	4/23/2025	70
John 3:17 Fundraiser	4/24/2025	400
Bryant HS Prom	4/25-4/26/25	1,000
AFMC MMS Billing	4/28-4/29/2025	335
ADE Novak Conference	5/1/2025	120
Missionary Baptist Seminary Conference	5/3/2025	305
Ashley Furniture/ Ferguson Finish Empty	5/5/2025	100
Chamber Job Fair	5/7-5/8/25	450
Chamber Business Expo	5/9/2025	515
SportsCard & Memorabilia Show	5/10/2025	200
AR Retired Teachers Conference	5/12-5/13/2025	320

of Events: 19

TOTAL: 7,150

TOTAL: 1,005,655

May 8, 2025

Chairman Bill Eldridge
Benton A&P Commission
410 River St
Benton, AR 72015

RE: Thomas Park Project

Dear Mr. Eldridge,

Now that we have submitted our Thomas Park Project to the USACE for permit, McClelland Consulting Engineers recommends that we develop and bid an early site package for the rough grading earthwork on the Thomas Park RV and Soccer Projects. MCE would prepare the drawings and specifications and advertise the project for bids in accordance with State Law towards the end of May and take bids in the middle to the end of June. Once we have received and reviewed the bids from contractors we can move forward quickly or hold the bids for up to 120 days before deciding to move forward. This will allow us to be ready to move into construction once we receive the permit.

If this plan is acceptable, please let us know and we will move forward with the preparation of the documents.

Sincerely,



Dan Beranek, PE
President MCE-Little Rock
(501) 371.0272
dberanek@mce.us.com