

Benton Advertising & Promotion Commission
Agenda
November 12, 2025
3:30 pm at Benton City Hall in Council Chambers
(410 River Street)

I. Call to Order

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

III. Statement of FOIA Compliance

I affirm that I have not engaged in any prohibited discussion, deliberation, or polling regarding any item on this meeting’s agenda outside of a properly noticed and open meeting, in compliance with the Arkansas Freedom of Information Act, as amended by Act 505 of 2025.

IV. Minutes from October Meeting

V. Financial Reports

- A. Profit and Loss Reports – Jordan Woolbright
- B. Bank Balances and Collections Report – Mandy Spicer

VI. Administrative

Delinquency Report – Mandy Spicer

VII. Funding

None

VIII. Benton Event Center Report – Nikki Chumley

IX. Marketing Report – Rachel Rivers

X. Development of Exit 114 Property – Bill Eldridge

XI. Old Business

Commissioner Term of Elgin Hamner

XII. New Business

Next Meeting Date – December 10

XIII. Other Business

XIV. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
October 22, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on October 22, 2025, at 3:30 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

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

III. STATEMENT OF FOIA COMPLIANCE

Bill Eldridge read the Statement of FOIA Compliance and Amy McCormick requested the response of the commissioners. Each commissioner in attendance responded that he/she is in compliance with the statement.

IV. MINUTES

Luke Moody made a motion to approve the minutes of the September 10, 2025 meeting. Elgin Hamner seconded. Motion carried.

V. 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 September 30, 2025:

Bank OZK – Focus Group Project	\$745,501.94
Bank OZK – A&P	\$171,917.84
Bank OZK – Event Center	\$573,228.99
Bank OZK – Savings	<u>\$432,415.48</u>
Total Checking/Savings	\$1,923,064.25

There is a liability of \$614.74 owed to the Arkansas Department of Finance and the City of Benton for sales tax.

A&P profit and loss statements: for the month of September 2025 total income of \$19,539.51 and total operating expenses of \$17,390.67 resulting in net gain of \$2,148.84. For the year to date as of September 2025 total income of \$170,424.88 and total operating expenses of \$126,080.68 resulting in net income of \$44,344.20.

Event Center profit and loss statements: for the month of September 2025 total income of \$83,367.44 and total operating expenses of \$44,335.90 resulting in net income of \$39,031.54. For the year to date as of September 2025 total income of \$593,097.75, total operating expenses of \$372,829.86 and capital expenditures of \$63,821.37 resulting in net income of \$156,446.52. Beginning February 2025, \$10,000 is transferred each month from the event center operating account to the event center savings account. Also, funds are transferred from the event center savings account to the event center operating account for capital expenditures.

Focus Group profit and loss statement: for the month of September 2025 total income of \$21,424.32 and total operating expenses of \$0 resulting in net gain of \$21,424.32. For the year to date as of September 2025, total income of \$185,750.68, total operating expenses of \$11.10 and total special project expense of \$97,752.55 resulting in net income of \$87,987.03.

B. Bank Balances and Collections Report

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

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$9,904.82	\$15,277.09
A&P Large Project Checking	\$2,386,312.78	\$2,284,887.25
A&P Small Project Checking	\$1,604,190.28	\$1,564,810.52
A&P General Operating Checking	\$174,725.83	\$170,514.93
Benton Focus Group Checking	\$745,501.94	\$771,830.17
Benton Event Center Gen Operating Checking	\$578,362.89	\$569,878.25
Benton Event Center Savings	<u>\$432,415.48</u>	\$421,021.03
	\$5,931,414.02	

VI. ADMINISTRATIVE

Mandy Spicer reported collections received in the month of September 2025 were \$181,501.81, which is a 4.5% increase from September 2024. The collections received in September are for the month of August.

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

September 2025 Collections:	\$181,501.81
September 2024 Collections:	\$173,613.62
September 2023 Collections:	\$173,416.93
September 2022 Collections:	\$155,200.96
September 2021 Collections:	\$143,658.46
September 2020 Collections:	\$126,876.64

September 2019 Collections: \$119,508.52

Mandy Spicer reported there are currently 16 delinquent businesses. Most of them are food trucks that are one month late but are expected to bring their accounts current soon.

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

VII. FUNDING REQUEST

None.

VIII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 28 events held in the venue between September 11 and October 22 with total attendees of 13,550. There was a five day wedding held during this time that included 6-1/2 different setups for the building and had a large economic impact on local hotels and restaurants. During the 18 days of October 1-18, 8,300 people attended events at the Benton Event Center and approximately \$61,000 in revenue was generated.

IX. MARKETING REPORT

Rachel Rivers showed a video from the five day wedding. The new website (discoverbenton.com) was launched on October 2nd and has received a good response. She hosted a booth at Old Fashioned Day and is going to the Royal Theatre's haunted house this weekend to get some video. The social media platforms continue to grow.

X. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported Mayor Tom Farmer has met with a representative from Garrett Excavating regarding the dirt work to be done for the RV park and soccer complex. The proposed expense amount is \$7,000,000. Mandy Spicer stated funds for this payment could partially come from the A&P Large Project, A&P Small Project and Benton Focus Group checking accounts with the rest of the funds already appropriated by the City Council from the Parks fund. Luke Moody made a motion to enter into a contract with Garrett Excavating for \$7,000,000 for the dirt work on the RV park and soccer complex. Alison Burch seconded. Motion carried.

Bill Eldridge reminded the commissioners that approximately three years ago, the A&P Commission purchased approximately 35 acres located on the Interstate 30 service road at exit 114 behind Fire Station #6. It was going to be used for a soccer complex. However, plans have changed and there is now an opportunity to sell this property. Bids were formally advertised and one bid was received in the amount of \$1,053,500.00 from Garrett Excavating. The A&P Commission would also pay half of the closing costs. The land was purchased for \$952,047.53. Discussion included: the school district is not interested in purchasing the land, funds from the sale of the land would be used to help

pay for the dirt work on the RV park and soccer complex, the land was recently appraised for \$1,400,000, the funds are needed now and Garrett Excavating would be purchasing the land as an investment. After discussion, Luke Moody made a motion to accept the bid from Garrett Excavating to purchase the approximately 35 acres for \$1,053,500.00. Elgin Hamner seconded. Motion carried.

Luke Moody made a motion to authorize Mayor Tom Farmer to sign the contracts to engage Garrett Excavating for the dirt work on the RV park and soccer complex and to sell the approximately 35 acres of land. Alison Burch seconded. Motion carried.

XI. OLD BUSINESS

None.

XII. NEW BUSINESS

A. Commissioner Term Expiration – Bill Eldridge stated Elgin Hamner’s term expires this month. Elgin Hamner is the only candidate who expressed interest to fill the position. Luke Moody made a motion to recommend Elgin Hamner to fill the position for four years. Alison Burch seconded. Motion carried. The recommendation will be presented to the Benton City Council at its next meeting.

B. The next meeting of the A&P Commission will be November 12, 2025.

XIII. OTHER BUSINESS

Mayor Tom Farmer reported he met with representatives of the Arkansas Department of Energy and Environment last week regarding the permit from the Corps of Engineers for the RV park and soccer field projects. The last report needed will be submitted by the City by the end of this week. It’s anticipated the permit will be issued by mid-November. Once the permit is received, Garrett Excavating will begin the dirt work.

XIV. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Alison Burch seconded. Motion carried. The meeting was adjourned at 3:59 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 October 31, 2025

	Oct 31, 25
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Project	765,324.49
Bank OZK - A&P	168,103.06
Bank OZK - Event Center	602,756.65
Bank OZK - Savings	443,740.30
Total Checking/Savings	1,979,924.50
Total Current Assets	1,979,924.50
TOTAL ASSETS	1,979,924.50
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	1,449.36
Total Other Current Liabilities	1,449.36
Total Current Liabilities	1,449.36
Total Liabilities	1,449.36
Equity	
Retained Earnings	1,633,671.76
Net Income	344,803.38
Total Equity	1,978,475.14
TOTAL LIABILITIES & EQUITY	1,979,924.50

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
October 2025

	<u>Oct 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	490.79	350.00	140.79	140.23%
Sales Tax Revenue	17,586.95	17,748.00	(161.05)	99.09%
Total Income	<u>18,077.74</u>	<u>18,098.00</u>	<u>(20.26)</u>	<u>99.89%</u>
Gross Profit	18,077.74	18,098.00	(20.26)	99.89%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	863.80	0.00	863.80	100.0%
Comp. for Commissioners	600.00	750.00	(150.00)	80.0%
Funding	8,291.07	4,167.00	4,124.07	198.97%
Labor Expenses	2,583.60	0.00	2,583.60	100.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Office Expense	84.00	0.00	84.00	100.0%
Repairs & Maintenance	1,011.72	825.00	186.72	122.63%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>21,892.52</u>	<u>14,200.33</u>	<u>7,692.19</u>	<u>154.17%</u>
Net Ordinary Income	<u>(3,814.78)</u>	<u>3,897.67</u>	<u>(7,712.45)</u>	<u>(97.87%)</u>
Net Income	<u>(3,814.78)</u>	<u>3,897.67</u>	<u>(7,712.45)</u>	<u>(97.87%)</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 October 2025

	<u>Jan - Oct 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	4,657.16	3,500.00	1,157.16	133.06%
Sales Tax Revenue	183,845.46	182,948.80	896.66	100.49%
Total Income	<u>188,502.62</u>	<u>186,448.80</u>	<u>2,053.82</u>	<u>101.1%</u>
Gross Profit	188,502.62	186,448.80	2,053.82	101.1%
Expense				
Professional Services	800.00	0.00	800.00	100.0%
Accounting Services	6,175.00	6,115.00	60.00	100.98%
Advertising Expense	6,128.49	4,305.78	1,822.71	142.33%
Comp. for Commissioners	6,900.00	7,500.00	(600.00)	92.0%
Funding	29,836.49	41,666.00	(11,829.51)	71.61%
Labor Expenses	14,501.76	0.00	14,501.76	100.0%
Legal Counsel	12,000.00	12,000.00	0.00	100.0%
Meals & Entertainment	131.69	0.00	131.69	100.0%
Office Expense	537.11	0.00	537.11	100.0%
Postage	224.92	225.00	(0.08)	99.96%
Repairs & Maintenance	4,154.44	4,300.00	(145.56)	96.62%
Service Agreement	66,583.30	66,583.30	0.00	100.0%
Total Expense	<u>147,973.20</u>	<u>142,695.08</u>	<u>5,278.12</u>	<u>103.7%</u>
Net Ordinary Income	<u>40,529.42</u>	<u>43,753.72</u>	<u>(3,224.30)</u>	<u>92.63%</u>
Net Income	<u>40,529.42</u>	<u>43,753.72</u>	<u>(3,224.30)</u>	<u>92.63%</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
October 2025

	<u>Oct 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	3,051.55	2,300.00	751.55	132.68%
Sales-Revenue				
Alcohol Sales-Beer/Wine	1,858.72	1,900.00	(41.28)	97.83%
Alcohol Sales-Mixed Drinks	1,709.78	4,500.00	(2,790.22)	38.0%
Sales-Revenue - Other	60,142.45	29,541.00	30,601.45	203.59%
Total Sales-Revenue	<u>63,710.95</u>	<u>35,941.00</u>	<u>27,769.95</u>	<u>177.27%</u>
Sales Tax Revenue	17,586.95	17,748.00	(161.05)	99.09%
Total Income	<u>84,349.45</u>	<u>55,989.00</u>	<u>28,360.45</u>	<u>150.65%</u>
Gross Profit	<u>84,349.45</u>	<u>55,989.00</u>	<u>28,360.45</u>	<u>150.65%</u>
Expense				
Alcohol Expense	386.04	1,300.00	(913.96)	29.7%
Bank Service Fees	1,125.11	283.24	841.87	397.23%
Building Alarm System	147.61	147.61	0.00	100.0%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	2,075.50	1,345.00	730.50	154.31%
Contract Labor	4,222.70	3,300.00	922.70	127.96%
Health Insurance	1,364.53	1,364.53	0.00	100.0%
Internet/IT	1,929.95	2,193.00	(263.05)	88.01%
Labor Expenses	14,705.42	14,090.83	614.59	104.36%
Laundry Expense	613.20	0.00	613.20	100.0%
Linen & Supplies	0.00	133.76	(133.76)	0.0%
Office Expense	1,151.83	205.01	946.82	561.84%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	8,493.38	5,690.25	2,803.13	149.26%
Supplies	1,998.20	1,558.32	439.88	128.23%
Telephone Expense	106.42	117.00	(10.58)	90.96%
Trash Pickup	0.00	600.00	(600.00)	0.0%
Utilities	5,504.35	6,784.90	(1,280.55)	81.13%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>44,167.75</u>	<u>39,439.75</u>	<u>4,728.00</u>	<u>111.99%</u>
Net Ordinary Income	<u>40,181.70</u>	<u>16,549.25</u>	<u>23,632.45</u>	<u>242.8%</u>
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	<u>0.00</u>	<u>(6,500.00)</u>	<u>6,500.00</u>	<u>0.0%</u>
Net Income	<u>40,181.70</u>	<u>10,049.25</u>	<u>30,132.45</u>	<u>399.85%</u>
Transfer to BEC Savings	(10,000.00)			
Transfer from BEC Savings	0.00			

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 October 2025

	<u>Jan - Oct 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	28,416.29	23,000.00	5,416.29	123.55%
Sales-Revenue				
Alcohol Sales-Beer/Wine	7,828.31	8,700.00	(871.69)	89.98%
Alcohol Sales-Mixed Drinks	4,634.05	7,800.00	(3,165.95)	59.41%
Refunds/Returns	(857.00)	0.00	(857.00)	100.0%
Sales-Revenue - Other	453,416.25	404,541.00	48,875.25	112.08%
Total Sales-Revenue	<u>465,021.61</u>	<u>421,041.00</u>	<u>43,980.61</u>	<u>110.45%</u>
Sales Tax Revenue	183,845.46	182,948.80	896.66	100.49%
Total Income	<u>677,283.36</u>	<u>626,989.80</u>	<u>50,293.56</u>	<u>108.02%</u>
Gross Profit	677,283.36	626,989.80	50,293.56	108.02%
Expense				
Advertising Expense	2,227.40	2,000.00	227.40	111.37%
Alcohol Expense	6,772.40	6,606.55	165.85	102.51%
Alcohol Permit Expense	3,576.00	3,576.00	0.00	100.0%
Bank Service Fees	6,184.39	5,274.34	920.05	117.44%
Building Alarm System	2,217.06	3,273.91	(1,056.85)	67.72%
Cable TV	1,948.70	1,863.50	85.20	104.57%
Cleaning Service	13,640.88	13,450.00	190.88	101.42%
Contract Labor	39,906.83	40,625.00	(718.17)	98.23%
Dues & Memberships	550.00	1,279.95	(729.95)	42.97%
Health Insurance	13,235.94	13,235.94	0.00	100.0%
Internet/IT	12,605.50	21,930.00	(9,324.50)	57.48%
Labor Expenses	157,024.04	155,125.12	1,898.92	101.22%
Laundry Expense	17,859.45	18,924.85	(1,065.40)	94.37%
Linen & Supplies	1,233.60	1,272.72	(39.12)	96.93%
Office Expense	7,538.29	3,947.74	3,590.55	190.95%
Pest Control Expense	1,017.17	975.00	42.17	104.33%
Repairs & Maintenance	44,146.35	74,331.90	(30,185.55)	59.39%
Supplies	14,321.71	14,225.67	96.04	100.68%
Telephone Expense	1,094.12	1,170.00	(75.88)	93.52%
Trash Pickup	5,610.82	5,416.16	194.66	103.59%
Utilities	63,537.51	63,866.18	(328.67)	99.49%
Website	739.45	738.55	0.90	100.12%
Total Expense	<u>416,997.61</u>	<u>453,109.08</u>	<u>(36,111.47)</u>	<u>92.03%</u>
Net Ordinary Income	260,285.75	173,880.72	86,405.03	149.69%
Other Income/Expense				
Other Expense				
Capital Expenditures				
New Office Space Construction	3,553.80	0.00	3,553.80	100.0%
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	19,447.91	(3,913.00)	79.88%
Chair Replacement	0.00	10,337.00	(10,337.00)	0.0%
Painting Event Rooms & Lobby	10,241.00	9,316.00	925.00	109.93%
Total Capital Expenditures	<u>63,821.37</u>	<u>63,060.05</u>	<u>761.32</u>	<u>101.21%</u>
Total Other Expense	<u>63,821.37</u>	<u>63,060.05</u>	<u>761.32</u>	<u>101.21%</u>
Net Other Income	<u>(63,821.37)</u>	<u>(63,060.05)</u>	<u>(761.32)</u>	<u>101.21%</u>
Net Income	<u>196,464.38</u>	<u>110,820.67</u>	<u>85,643.71</u>	<u>177.28%</u>
Transfer to BEC Savings	(90,000.00)			
Transfer from BEC Savings	63,821.37			

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
October 2025

	<u>Oct 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,235.60	1,500.00	735.60	149.04%
Sales Tax Revenue	17,586.95	17,748.00	(161.05)	99.09%
Total Income	<u>19,822.55</u>	<u>19,248.00</u>	<u>574.55</u>	<u>102.99%</u>
Gross Profit	<u>19,822.55</u>	<u>19,248.00</u>	<u>574.55</u>	<u>102.99%</u>
Net Ordinary Income	<u>19,822.55</u>	<u>19,248.00</u>	<u>574.55</u>	<u>102.99%</u>
Net Income	<u><u>19,822.55</u></u>	<u><u>19,248.00</u></u>	<u><u>574.55</u></u>	<u><u>102.99%</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 October 2025

	<u>Jan - Oct 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	21,727.77	15,000.00	6,727.77	144.85%
Sales Tax Revenue	183,845.46	182,948.80	896.66	100.49%
Total Income	<u>205,573.23</u>	<u>197,948.80</u>	<u>7,624.43</u>	<u>103.85%</u>
Gross Profit	205,573.23	197,948.80	7,624.43	103.85%
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	205,562.13	197,948.80	7,613.33	103.85%
Other Income/Expense				
Other Expense				
Special Projects	97,752.55	100,000.00	(2,247.45)	97.75%
Total Other Expense	<u>97,752.55</u>	<u>100,000.00</u>	<u>(2,247.45)</u>	<u>97.75%</u>
Net Other Income	<u>(97,752.55)</u>	<u>(100,000.00)</u>	<u>2,247.45</u>	<u>97.75%</u>
Net Income	<u><u>107,809.58</u></u>	<u><u>97,948.80</u></u>	<u><u>9,860.78</u></u>	<u><u>110.07%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

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

Account Name	Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:			
A&P Collections General	***1584	9,922.80	9,904.82
Bond Account	***1592	CLOSED	CLOSED
			0.00
A&P Large Project Checking	50% ***0318	2,481,409.27	2,386,312.78
A&P Small Project Checking	20% ***0348	1,639,364.18	1,604,190.28
A&P General Op Checking	10% ***3297	173,208.43	174,725.83
Benton Focus Group Checking	10% ***2274	765,324.49	745,501.94
			0.00
Benton Event Center General Op Checking	10% ***2640	603,633.84	578,362.89
Benton Event Center Savings	***9832	443,740.30	432,415.48

TOTAL OPERATING CASH & INVESTMENTS

6,116,603.31

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

	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	TOTAL
RESTAURANTS:													
TOTAL RESTAURANTS	157,721.20	121,106.33	158,506.67	175,669.53	153,379.63	165,587.02	181,491.68	164,418.39	157,271.57	156,925.54	0.00	0.00	1,595,349.04
# of Businesses	82	71	87	86	82	85	87	86	84	87			
FOOD TRUCKS:													
TOTAL FOOD TRUCKS	1,312.66	291.87	574.45	1,713.70	1,105.79	807.29	895.30	754.00	1,159.97	798.06	0.00	0.00	9,422.74
# of Businesses	20	13	15	18	21	21	24	25	31	27			
MOTEL & HOTEL:													
TOTAL MOTEL & HOTEL	4,034.37	3,497.93	3,808.75	5,185.85	4,577.05	5,501.19	5,692.16	6,182.79	4,695.45	4,867.76	0.00	0.00	47,979.89
# of Businesses	11	10	11	11	12	11	10	11	10	10			
CONVENIENCE STORE:													
TOTAL C-STORE	2,765.24	2,277.77	2,963.75	3,244.94	3,118.60	2,976.37	3,297.95	3,490.44	2,653.65	3,393.06	0.00	0.00	30,472.40
# of Businesses	19	16	19	18	17	18	16	21	17	21			
OTHER:													
TOTAL OTHER	11,988.51	11,394.76	10,618.15	13,120.92	15,077.53	16,701.00	13,218.37	12,872.98	11,986.29	11,604.83	0.00	0.00	127,823.28
# of Businesses	9	12	12	13	14	19	18	18	23	23			
GROCERY:													
TOTAL GROCERY	4,041.98	901.11	4,765.71	3,440.85	3,293.00	3,760.92	3,920.66	3,736.71	3,734.88	3,616.76	0.00	0.00	29,957.06
# of Businesses	5	3	5	5	5	5	5	5	5	5			
GRAND TOTALS	181,863.96	139,469.77	181,237.48	202,375.79	180,551.60	195,333.79	208,516.12	191,455.31	181,501.81	181,206.01	0.00	0.00	1,941,004.41
2024 Collections	182,613.39	152,869.71	164,045.85	199,422.47	182,695.22	185,186.88	190,468.90	177,608.38	173,613.62	175,816.65	170,675.37	177,568.47	2,132,584.91
2023 Collections	155,553.56	167,462.05	153,767.56	174,446.63	167,841.35	186,089.97	164,103.87	187,330.46	173,416.93	161,766.76	178,235.97	163,482.66	2,033,497.77
2022 Collections	154,095.92	129,638.16	127,930.49	158,659.20	156,810.34	168,019.16	154,468.26	170,989.88	155,200.96	158,573.06	154,044.55	148,725.26	1,837,155.24
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	1,673,361.06
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	119,963.38	129,755.98	109,901.21	1,419,547.31
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	1,443,077.07
% increase from 2024 to 2025	-0.4%	-8.8%	10.5%	1.5%	-1.2%	5.5%	9.5%	7.8%	4.5%	3.1%	-100.0%	-100.0%	

Benton Event Center-Event Report

October 23, 2025 to November 12, 2025

October 1, 2013 to October 22, 2025

1,038,439

	Date(s)	# of Attendees
Simply Chic Bingo	10/25/2025	300
AR AIMS Science Workshop	10/26-10/28/2025	210
RetirePath Class	10/30/2025	30
Moore Shower	11/1/2025	40
CASA Chili Cook off	11/4/2025	334
Glitz & Garland	11/5-11/8/2025	6,200
Benton Chamber Veteran's Lunch	11/10/2025	340

of Events: 7

TOTAL: 7,454

TOTAL: 1,045,893



Marketing Report

November 12, 2025

- Royal Theatre Haunted House Behind the Scenes Video
Reached 2,100 people
- Glitz & Garland Social Media Impact
(October 1 - November 9th) - **298,200 Total Views**
 - Girls Weekend Giveaway Post– Partnered with the Fairfield Inn
18,400 total views
 - Elf Video
12,300 total views
 - Vendor List
32,000 total views
- **Small Town Christmas** – We are partnering with Arkansas Tourism to run a Facebook Event Ad on *Arkansas: The Natural State* Facebook page. Arkansas Tourism is matching 50% of our advertising spend. The promotion will run for two weeks leading up to the Christmas Tree Lighting on November 30th and will target audiences in all major surrounding counties.

Discover Benton Facebook Analytics

Followers Growth Summary

Date	Followers	Change
Sept. 30	625	+80
Oct. 20	901	+276
Nov. 12	1,098	+197