

Benton Advertising & Promotion Commission
Agenda
October 22, 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 September 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

None

XII. New Business

- A. Commissioner Term Expiration – Bill Eldridge
- B. Next Meeting Date – November 12

XIII. Other Business

XIV. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

September 10, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on September 10, 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, Luke Moody and Greg Shinn. Elgin Hamner 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 August 13, 2025 meeting. Steve Brown 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 August 31, 2025:

Bank OZK – Focus Group Project	\$724,077.62
Bank OZK – A&P	\$169,769.00
Bank OZK – Event Center	\$545,271.43
Bank OZK – Savings	<u>\$421,021.03</u>
Total Checking/Savings	\$1,860,139.08

There is a liability of \$636.69 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 August 2025 total income of \$19,476.67 and total operating expenses of \$21,456.19 resulting in net loss of (\$1,979.52). For the year to date as of August 2025 total income of \$150,885.37 and total operating expenses of \$108,690.01 resulting in net income of \$42,195.36.

Event Center profit and loss statements: for the month of August 2025 total income of \$57,687.80 and total operating expenses of \$47,189.98 resulting in net income of \$10,497.82. For the year to date as of August 2025 total income of \$509,375.31, total operating expenses of \$328,481.38 and capital expenditures of \$63,821.37 resulting in net income of \$117,072.56. 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 August 2025 total income of \$21,256.71 and total operating expenses of \$47,752.55 resulting in net loss of (\$26,495.84). For the year to date as of August 2025, total income of \$164,326.36, total operating expenses of \$11.10 and total special project expense of \$97,752.55 resulting in net income of \$66,562.71.

B. Bank Balances and Collections Report

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

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$15,277.09	\$13,504.81
A&P Large Project Checking	\$2,284,887.25	\$2,201,669.38
A&P Small Project Checking	\$1,564,810.52	\$1,524,578.60
A&P General Operating Checking	\$170,514.93	\$172,268.05
Benton Focus Group Checking	\$771,830.17	\$750,573.46
Benton Event Center Gen Operating Checking	\$569,878.25	\$546,958.45
Benton Event Center Savings	<u>\$421,021.03</u>	\$409,753.72
	\$5,798,219.24	

VI. ADMINISTRATIVE

Mandy Spicer reported collections received in the month of August 2025 were \$192,025.31, which is an 8.1% increase from August 2024. The collections received in August are for the month of July.

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

August 2025 Collections:	\$192,025.31
August 2024 Collections:	\$177,608.38
August 2023 Collections:	\$187,330.46
August 2022 Collections:	\$170,989.88
August 2021 Collections:	\$160,523.11
August 2020 Collections:	\$134,831.92

August 2019 Collections:

\$131,093.40

Mandy Spicer reported there are currently 22 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. Alison Burch seconded. Motion carried.

VII. FUNDING REQUEST

None.

VIII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 8 events held in the building, including a 3-day conference, two fundraising banquets, a bingo and a land auction. The lighting project is 90% finished and she is receiving training for its operations.

IX. MARKETING REPORT

Rachel Rivers presented Facebook and Instagram analytics for the period of August 6 (launch date) to September 3. She hosted a booth at the Salt Bowl tailgate and gathered sign-ups for the upcoming monthly newsletter. She will also have booths at Third Thursday in September and Old Fashioned Day in October. A temporary landing page for the website has been created with a promotional video and a live countdown. The official website (discoverbenton.com) will launch on September 29 or 30 and a press release will be sent out to media outlets.

X. DEVELOPMENT OF EXIT 114 PROPERTY

Dan Beranek with McClelland Consulting Engineers reported that meetings were held last week with three contractors (Garrett Excavating, RedStone Construction and Graves & Associates) who submitted bids for dirt work for the RV park to discuss their approaches to the project and time projections. The group holding the interviews recommends Garrett Excavating to move forward with on the project. Luke Moody made a motion to enter discussions and contract negotiations with Garrett Excavating regarding the scope and price for dirt work for the RV park and soccer complex. Frank Baptist seconded. Motion carried.

XI. OLD BUSINESS

None.

XII. NEW BUSINESS

The next meeting of the A&P Commission will be October 8, 2025.

XIII. OTHER BUSINESS

Mayor Tom Farmer stated an interested buyer has reached out regarding the 35 acres owned by the City that was purchased four years ago and requested the property be appraised to ascertain the current value. Steve Brown made a motion to have the 35 acre property appraised. Alison Burch seconded. Motion carried.

The next installment for the purchase of the Thomas land will be paid in January.

Mayor Farmer reported the permit from the Corps of Engineers for the RV park and soccer field projects is still pending and will hopefully be issued within the next 30 days.

XIV. 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 September 30, 2025

	<u>Sep 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
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	432,415.48
Total Checking/Savings	<u>1,923,064.25</u>
Total Current Assets	<u>1,923,064.25</u>
TOTAL ASSETS	<u><u>1,923,064.25</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	614.74
Total Other Current Liabilities	<u>614.74</u>
Total Current Liabilities	<u>614.74</u>
Total Liabilities	<u>614.74</u>
Equity	
Retained Earnings	1,633,671.76
Net Income	288,777.75
Total Equity	<u>1,922,449.51</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,923,064.25</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
September 2025

	Sep 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	529.47	350.00	179.47	151.28%
Sales Tax Revenue	19,010.04	18,052.00	958.04	105.31%
Total Income	<u>19,539.51</u>	<u>18,402.00</u>	<u>1,137.51</u>	<u>106.18%</u>
Gross Profit	<u>19,539.51</u>	<u>18,402.00</u>	<u>1,137.51</u>	<u>106.18%</u>
Expense				
Professional Services	800.00	0.00	800.00	100.0%
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	657.50	1,040.50	(383.00)	63.19%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	3,567.54	4,166.00	(598.46)	85.64%
Labor Expenses	2,583.60	0.00	2,583.60	100.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Meals & Entertainment	131.69	0.00	131.69	100.0%
Office Expense	442.01	0.00	442.01	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>17,390.67</u>	<u>14,414.83</u>	<u>2,975.84</u>	<u>120.64%</u>
Net Ordinary Income	<u>2,148.84</u>	<u>3,987.17</u>	<u>(1,838.33)</u>	<u>53.89%</u>
Net Income	<u><u>2,148.84</u></u>	<u><u>3,987.17</u></u>	<u><u>(1,838.33)</u></u>	<u><u>53.89%</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 September 2025

	<u>Jan - Sep 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	4,166.37	3,150.00	1,016.37	132.27%
Sales Tax Revenue	166,258.51	165,200.80	1,057.71	100.64%
Total Income	<u>170,424.88</u>	<u>168,350.80</u>	<u>2,074.08</u>	<u>101.23%</u>
Gross Profit	<u>170,424.88</u>	<u>168,350.80</u>	<u>2,074.08</u>	<u>101.23%</u>
Expense				
Professional Services	800.00	0.00	800.00	100.0%
Accounting Services	5,575.00	5,515.00	60.00	101.09%
Advertising Expense	5,264.69	4,305.78	958.91	122.27%
Comp. for Commissioners	6,300.00	6,750.00	(450.00)	93.33%
Funding	21,545.42	37,499.00	(15,953.58)	57.46%
Labor Expenses	11,918.16	0.00	11,918.16	100.0%
Legal Counsel	10,800.00	10,800.00	0.00	100.0%
Meals & Entertainment	131.69	0.00	131.69	100.0%
Office Expense	453.11	0.00	453.11	100.0%
Postage	224.92	225.00	(0.08)	99.96%
Repairs & Maintenance	3,142.72	3,475.00	(332.28)	90.44%
Service Agreement	59,924.97	59,924.97	0.00	100.0%
Total Expense	<u>126,080.68</u>	<u>128,494.75</u>	<u>(2,414.07)</u>	<u>98.12%</u>
Net Ordinary Income	<u>44,344.20</u>	<u>39,856.05</u>	<u>4,488.15</u>	<u>111.26%</u>
Net Income	<u><u>44,344.20</u></u>	<u><u>39,856.05</u></u>	<u><u>4,488.15</u></u>	<u><u>111.26%</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
September 2025

	<u>Sep 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	3,151.54	2,300.00	851.54	137.02%
Sales-Revenue				
Alcohol Sales-Beer/Wine	246.86	400.00	(153.14)	61.72%
Alcohol Sales-Mixed Drinks	247.42	0.00	247.42	100.0%
Refunds/Returns	(91.00)	0.00	(91.00)	100.0%
Sales-Revenue - Other	60,802.58	47,128.00	13,674.58	129.02%
Total Sales-Revenue	<u>61,205.86</u>	<u>47,528.00</u>	<u>13,677.86</u>	<u>128.78%</u>
Sales Tax Revenue	19,010.04	18,052.00	958.04	105.31%
Total Income	<u>83,367.44</u>	<u>67,880.00</u>	<u>15,487.44</u>	<u>122.82%</u>
Gross Profit	<u>83,367.44</u>	<u>67,880.00</u>	<u>15,487.44</u>	<u>122.82%</u>
Expense				
Alcohol Expense	456.83	0.00	456.83	100.0%
Bank Service Fees	753.46	418.32	335.14	180.12%
Building Alarm System	607.31	950.00	(342.69)	63.93%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	1,293.44	1,345.00	(51.56)	96.17%
Contract Labor	2,285.65	4,200.00	(1,914.35)	54.42%
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	1,949.10	3,942.00	(1,992.90)	49.44%
Office Expense	307.54	366.74	(59.20)	83.86%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	7,138.79	9,123.02	(1,984.23)	78.25%
Supplies	3,012.40	1,939.19	1,073.21	155.34%
Telephone Expense	28.00	117.00	(89.00)	23.93%
Trash Pickup	598.15	700.00	(101.85)	85.45%
Utilities	7,561.82	8,178.59	(616.77)	92.46%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>44,335.90</u>	<u>49,254.52</u>	<u>(4,918.62)</u>	<u>90.01%</u>
Net Ordinary Income	<u>39,031.54</u>	<u>18,625.48</u>	<u>20,406.06</u>	<u>209.56%</u>
Net Income	<u>39,031.54</u>	<u>18,625.48</u>	<u>20,406.06</u>	<u>209.56%</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 September 2025

	<u>Jan - Sep 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	25,364.74	20,700.00	4,664.74	122.54%
Sales-Revenue				
Alcohol Sales-Bear/Wine	5,373.26	6,800.00	(1,426.74)	79.02%
Alcohol Sales-Mixed Drinks	2,590.44	3,300.00	(709.56)	78.5%
Refunds/Returns	(857.00)	0.00	(857.00)	100.0%
Sales-Revenue - Other	<u>394,367.80</u>	<u>375,000.00</u>	<u>19,367.80</u>	<u>105.17%</u>
Total Sales-Revenue	<u>401,474.50</u>	<u>385,100.00</u>	<u>16,374.50</u>	<u>104.25%</u>
Sales Tax Revenue	166,258.51	165,200.80	1,057.71	100.64%
Total Income	<u>593,097.75</u>	<u>571,000.80</u>	<u>22,096.95</u>	<u>103.87%</u>
Gross Profit	<u>593,097.75</u>	<u>571,000.80</u>	<u>22,096.95</u>	<u>103.87%</u>
Expense				
Advertising Expense	2,227.40	2,000.00	227.40	111.37%
Alcohol Expense	6,386.36	5,306.55	1,079.81	120.35%
Alcohol Permit Expense	3,576.00	3,576.00	0.00	100.0%
Bank Service Fees	5,069.28	4,991.10	78.18	101.57%
Building Alarm System	2,069.45	3,126.30	(1,056.85)	66.2%
Cable TV	1,751.70	1,677.15	74.55	104.45%
Cleaning Service	11,565.38	12,105.00	(539.62)	95.54%
Contract Labor	35,884.13	37,325.00	(1,640.87)	95.6%
Dues & Memberships	550.00	1,279.95	(729.95)	42.97%
Health Insurance	11,871.41	11,871.41	0.00	100.0%
Internet/IT	10,675.55	19,737.00	(9,061.45)	54.09%
Labor Expenses	142,318.62	141,034.29	1,284.33	100.91%
Laundry Expense	17,246.25	18,924.85	(1,678.60)	91.13%
Linen & Supplies	1,233.60	1,138.96	94.64	108.31%
Office Expense	6,386.46	3,742.73	2,643.73	170.64%
Pest Control Expense	940.61	905.00	35.61	103.94%
Repairs & Maintenance	35,652.97	68,641.65	(32,988.68)	51.94%
Supplies	12,323.51	12,667.35	(343.84)	97.29%
Telephone Expense	987.70	1,053.00	(65.30)	93.8%
Trash Pickup	5,610.82	4,816.16	794.66	116.5%
Utilities	58,033.16	57,081.28	951.88	101.67%
Website	669.50	668.60	0.90	100.14%
Total Expense	<u>372,829.86</u>	<u>413,669.33</u>	<u>(40,839.47)</u>	<u>90.13%</u>
Net Ordinary Income	220,267.89	157,331.47	62,936.42	140.0%
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	12,947.91	2,587.00	119.98%
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>56,560.05</u>	<u>7,261.32</u>	<u>112.84%</u>
Total Other Expense	<u>63,821.37</u>	<u>56,560.05</u>	<u>7,261.32</u>	<u>112.84%</u>
Net Other Income	(63,821.37)	(56,560.05)	(7,261.32)	112.84%
Net Income	<u>156,446.52</u>	<u>100,771.42</u>	<u>55,675.10</u>	<u>155.25%</u>
Transfer to BEC Savings	(80,000.00)			
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
September 2025

	<u>Sep 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,414.28	1,500.00	914.28	160.95%
Sales Tax Revenue	19,010.04	18,052.00	958.04	105.31%
Total Income	<u>21,424.32</u>	<u>19,552.00</u>	<u>1,872.32</u>	<u>109.58%</u>
Gross Profit	<u>21,424.32</u>	<u>19,552.00</u>	<u>1,872.32</u>	<u>109.58%</u>
Net Ordinary Income	<u>21,424.32</u>	<u>19,552.00</u>	<u>1,872.32</u>	<u>109.58%</u>
Net Income	<u>21,424.32</u>	<u>19,552.00</u>	<u>1,872.32</u>	<u>109.58%</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 September 2025

	<u>Jan - Sep 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	19,492.17	13,500.00	5,992.17	144.39%
Sales Tax Revenue	166,258.51	165,200.80	1,057.71	100.64%
Total Income	<u>185,750.68</u>	<u>178,700.80</u>	<u>7,049.88</u>	<u>103.95%</u>
Gross Profit	<u>185,750.68</u>	<u>178,700.80</u>	<u>7,049.88</u>	<u>103.95%</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>185,739.58</u>	<u>178,700.80</u>	<u>7,038.78</u>	<u>103.94%</u>
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>87,987.03</u></u>	<u><u>78,700.80</u></u>	<u><u>9,286.23</u></u>	<u><u>111.8%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

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

Account Name		Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:				
A&P Collections General		***1584	9,904.82	15,277.09
Bond Account		***1592	CLOSED	CLOSED
				0.00
A&P Large Project Checking	50%	***0318	2,386,312.78	2,284,887.25
A&P Small Project Checking	20%	***0348	1,604,190.28	1,564,810.52
A&P General Op Checking	10%	***3297	174,725.83	170,514.93
Benton Focus Group Checking	10%	***2274	745,501.94	771,830.17
				0.00
Benton Event Center General Op Checking	10%	***2640	578,362.89	569,878.25
Benton Event Center Savings		***9832	432,415.48	421,021.03

TOTAL OPERATING CASH & INVESTMENTS

5,931,414.02

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

RESTAURANTS:	Permit #	Recd in Jan	Recd in Feb	Recd in Mar	Recd in April	Recd in May	Recd in June	Recd in July	Recd in Aug	Recd in Sept	Recd in Oct	Recd in Nov	Recd in Dec	TOTAL
		DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	
TOTAL RESTAURANTS														
# of Businesses		82	71	87	86	82	85	87	86	84	0.00	0.00	0.00	1,442,329.71
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	0.00	0.00	0.00	8,682.55
# of Businesses		20	13	15	18	21	21	24	25	31				
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	0.00	0.00	0.00	43,023.84
# of Businesses		11	10	11	11	12	11	10	11	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	0.00	0.00	0.00	27,309.07
# of Businesses		19	16	19	18	17	18	16	21	17				
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	0.00	0.00	0.00	116,997.83
# of Businesses		9	12	12	13	14	19	18	18	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	0.00	0.00	0.00	26,864.35
# of Businesses		5	3	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	192,025.31	181,501.81	0.00	0.00	0.00	1,665,207.35
2024 Collections														
2023 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
2022 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
2021 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
2020 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
2019 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	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%	8.1%	4.5%	-100.0%	-100.0%	-100.0%	

Benton Event Center-Event Report

September 11, 2025 to October 22, 2025

October 1, 2013 to September 10, 2025

1,024,889

	Date(s)	# of Attendees
Benton Chamber Business After Hours	9/11/2025	160
ABA Ladies Retreat	9/12-9/13/2025	1,880
AR Pest Management Association Conference	9/15-9/17/2025	275
AR Trauma Rehab Symposium	9/18-9/19/2025	512
Salute to Recovery	9/20/2025	150
Hospice/Pallative Care Fall Conference	9/21-9/23/2025	210
First Security Trip Preview	9/24/2025	80
ADE ACC Fall Conference	9/24-9/25/2025	340
AR MGMA Conference	9/24-9/25/2025	80
AGFC Private Landowners Luncheon	9/26/2025	360
Frist Horizon Meeting	9/27/2025	80
Dyer Baby Shower	9/27/2025	40
National Beta Club Leadership Summit	9/29-9/30/2025	920
IRC Conference	10/1/2025	305
AAGEA Conference	10/1-10/2/2025	125
Saline County Gun & Knife Show	10/3-10/5/2025	2800
AR Dept of Fiance Annual Training	10/6/2025	175
AR AIMS English Conference	10/6-10/7/2025	160
Pryia Patel Wedding Celebration (6)	10/8-10/12/2025	2480
River Valley Horticulture	10/13/2025	400
Second Chance Ranch Banquet	10/14/2025	925
Chamber Bingo	10/15-10/16/2025	992
Sports Card Show	10/18/2025	261

of Events: 28

TOTAL: 13,550

TOTAL: 1,038,439



Marketing Report

October 22, 2025

- Discover Benton website launched October 2nd
 - MySaline Video Advertisement – reached **6,700 people**
 - Discover Benton paid Facebook Ad - reached **5,520 people**
- Website Analytics from October 2 – 20
 - Users – 910
 - Sessions – 1,115
 - Averages to about **50 people per day** looking at the website
- The first e-newsletter sent out to 71 people.
- A&P hosted a booth at Old Fashioned Day on Oct. 11th.

Discover Benton Facebook Analytics



Views & Reach Summary

Time Period	Views	Reach	Views Change	Reach Change
Sept 1 – Sept 30	19,200	7,400	–	–
As of Oct 20	16,800	7,500	–	Totals to be included at end of the month



Followers Growth Summary

Date	Followers	Change
Aug 31	545	–
Sept 30	625	+80
Oct 20	893	+268



Outlook

A&P

From Elgin Hamner <elgin.hamner8101@gmail.com>

Date Thu 10/2/2025 8:46 AM

To Amy McCormick <amy@bentonchamber.com>

It is my desire to serve another term on the A&P committee if allowed.

Thank you,
Elgin Hamner