

Benton Advertising & Promotion Commission
Agenda
September 10, 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 August 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

Next Meeting Date – October 8

XIII. Other Business

XIV. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION

Minutes

August 13, 2025

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on August 13, 2025, at 3:31 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 July 9, 2025 meeting. Alison Burch 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 July 31, 2025:

Bank OZK – Focus Group Project	\$750,573.46
Bank OZK – A&P	\$171,748.52
Bank OZK – Event Center	\$545,756.23
Bank OZK – Savings	<u>\$409,753.72</u>
Total Checking/Savings	\$1,877,831.93

There is a liability of \$352.00 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 July 2025 total income of \$21,330.93 and total operating expenses of \$15,828.30 resulting in net income of \$5,502.63. For the year to date as of July 2025 total income of \$131,408.70 and total operating expenses of \$87,233.82 resulting in net income of \$44,174.88.

Event Center profit and loss statements: for the month of July 2025 total income of \$63,004.98, total operating expenses of \$42,207.04 and capital expenditures of \$3,553.80 resulting in net income of \$17,244.14. For the year to date as of July 2025 total income of \$451,687.51, total operating expenses of \$281,291.40 and capital expenditures of \$63,821.37 resulting in net income of \$106,574.74. 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 July 2025 total income of \$23,169.25 and total operating expenses of \$0 resulting in net income of \$23,169.25. For the year to date as of July 2025, total income of \$143,069.65, total operating expenses of \$11.10 and total special project expense of \$50,000.00 resulting in net income of \$93,058.55.

B. Bank Balances and Collections Report

In Mandy Spicer's absence, Jordan Woolbright presented the bank accounts with the following balances as of July 31, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$13,504.81	\$12,899.87
A&P Large Project Checking	\$2,201,669.38	\$2,123,504.09
A&P Small Project Checking	\$1,524,578.60	\$1,483,268.79
A&P General Operating Checking	\$172,268.05	\$166,245.89
Benton Focus Group Checking	\$750,573.46	\$727,404.21
Benton Event Center Gen Operating Checking	\$546,958.45	\$536,991.13
Benton Event Center Savings	<u>\$409,753.72</u>	\$401,982.22
	\$5,619,306.47	

VI. ADMINISTRATIVE

Collections received in the month of July 2025 were \$210,182.82, which is a 10.4% increase from July 2024. The collections received in July are for the month of June.

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

July 2025 Collections:	\$210,182.82
July 2024 Collections:	\$190,468.90
July 2023 Collections:	\$164,103.87
July 2022 Collections:	\$154,468.26
July 2021 Collections:	\$148,740.03
July 2020 Collections:	\$115,292.01
July 2019 Collections:	\$123,451.44

There was not a delinquency report.

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

VII. FUNDING REQUEST

AFC Benton Follow-Up – Chip Bosley reported he received a proposal from a vendor for the lighting of the three new soccer fields at Sunset Lake for a total of \$47,752.55. This is for the lights and installation. Chip also confirmed First Electric will set the poles for the lighting. Bill Eldridge reminded the commissioners a motion was passed at a previous meeting to pay up to \$50,000 for lighting. Luke Moody made a motion to pay the proposed vendor \$47,752.55 for the lighting from the focus group account. Steve Brown seconded. Motion carried.

VIII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported about 11 events held in the building between July 10 and August 11, including several conferences, a children's consignment sale, some meetings and a sports card show. Total attendance is 1,022,794. Installation of the new lighting system began on Monday of this week and should be done by the end of next week. Discussion included paying for the project. Luke Moody made a motion to pay for the new lighting system from the Benton Event Center operating account. Alison Burch seconded. Motion carried.

IX. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge encouraged the commissioners to drive by the property to see the progress.

X. OLD BUSINESS

A&P Marketing Committee – Rachel Rivers acknowledged Thad James from Sells Agency who showed a demo of the new A&P website that's in development. The commissioners were able to see the form and functionality of the test site. The new website will encourage people to come to Benton and include an event calendar, restaurant and blog. Rachel's working on the content and the tentative timeline is for the website to go live late September or early October. Rachel will have a booth at the Salt Bowl tailgate party to collect people's email addresses to promote the new website and to build a database for distribution of the new newsletter. She also reported on the new social media platforms for A&P and encouraged the commissioners to like and share the pages.

XI. NEW BUSINESS

The next meeting of the A&P Commission will be September 10, 2025

XII. OTHER BUSINESS

None.

XIII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Alison Burch seconded. Motion carried. The meeting was adjourned at 3:57 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 August 31, 2025

	<u>Aug 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
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	421,021.03
Total Checking/Savings	<u>1,860,139.08</u>
Total Current Assets	<u>1,860,139.08</u>
TOTAL ASSETS	<u><u>1,860,139.08</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	636.69
Total Other Current Liabilities	<u>636.69</u>
Total Current Liabilities	<u>636.69</u>
Total Liabilities	636.69
Equity	
Retained Earnings	1,633,671.76
Net Income	225,830.63
Total Equity	<u>1,859,502.39</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,860,139.08</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
August 2025

	Aug 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	490.03	350.00	140.03	140.01%
Sales Tax Revenue	18,986.64	17,596.80	1,389.84	107.9%
Total Income	<u>19,476.67</u>	<u>17,946.80</u>	<u>1,529.87</u>	<u>108.52%</u>
Gross Profit	19,476.67	17,946.80	1,529.87	108.52%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	3,505.53	2,631.88	873.65	133.2%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	3,364.83	4,167.00	(802.17)	80.75%
Labor Expenses	3,875.40	0.00	3,875.40	100.0%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Repairs & Maintenance	1,502.10	0.00	1,502.10	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>21,456.19</u>	<u>16,007.21</u>	<u>5,448.98</u>	<u>134.04%</u>
Net Ordinary Income	<u>(1,979.52)</u>	<u>1,939.59</u>	<u>(3,919.11)</u>	<u>(102.06%)</u>
Net Income	<u><u>(1,979.52)</u></u>	<u><u>1,939.59</u></u>	<u><u>(3,919.11)</u></u>	<u><u>(102.06%)</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 August 2025

	<u>Jan - Aug 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	3,636.90	2,800.00	836.90	129.89%
Sales Tax Revenue	147,248.47	147,148.80	99.67	100.07%
Total Income	<u>150,885.37</u>	<u>149,948.80</u>	<u>936.57</u>	<u>100.63%</u>
Gross Profit	<u>150,885.37</u>	<u>149,948.80</u>	<u>936.57</u>	<u>100.63%</u>
Expense				
Accounting Services	4,975.00	4,915.00	60.00	101.22%
Advertising Expense	4,607.19	3,265.28	1,341.91	141.1%
Comp. for Commissioners	5,550.00	6,000.00	(450.00)	92.5%
Funding	17,977.88	33,333.00	(15,355.12)	53.93%
Labor Expenses	9,334.56	0.00	9,334.56	100.0%
Legal Counsel	9,600.00	9,600.00	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	3,142.72	3,475.00	(332.28)	90.44%
Service Agreement	53,266.64	53,266.64	0.00	100.0%
Total Expense	<u>108,690.01</u>	<u>114,079.92</u>	<u>(5,389.91)</u>	<u>95.28%</u>
Net Ordinary Income	<u>42,195.36</u>	<u>35,868.88</u>	<u>6,326.48</u>	<u>117.64%</u>
Net Income	<u><u>42,195.36</u></u>	<u><u>35,868.88</u></u>	<u><u>6,326.48</u></u>	<u><u>117.64%</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
August 2025

	<u>Aug 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,909.33	2,300.00	609.33	126.49%
Sales-Revenue				
Alcohol Sales-Beer/Wine	1,129.14	800.00	329.14	141.14%
Alcohol Sales-Mixed Drinks	386.88	400.00	(13.12)	96.72%
Refunds/Returns	(766.00)	0.00	(766.00)	100.0%
Sales-Revenue - Other	35,041.81	56,608.00	(21,566.19)	61.9%
Total Sales-Revenue	<u>35,791.83</u>	<u>57,808.00</u>	<u>(22,016.17)</u>	<u>61.92%</u>
Sales Tax Revenue	18,986.64	17,596.80	1,389.84	107.9%
Total Income	<u>57,687.80</u>	<u>77,704.80</u>	<u>(20,017.00)</u>	<u>74.24%</u>
Gross Profit	<u>57,687.80</u>	<u>77,704.80</u>	<u>(20,017.00)</u>	<u>74.24%</u>
Expense				
Advertising Expense	2,000.00	2,000.00	0.00	100.0%
Alcohol Expense	141.40	0.00	141.40	100.0%
Bank Service Fees	426.19	873.86	(447.67)	48.77%
Building Alarm System	295.22	147.61	147.61	200.0%
Cable TV	197.00	186.35	10.65	105.72%
Cleaning Service	1,614.38	1,345.00	269.38	120.03%
Contract Labor	4,239.50	4,200.00	39.50	100.94%
Health Insurance	1,159.85	1,159.85	0.00	100.0%
Internet/IT	1,929.95	2,193.00	(263.05)	88.01%
Labor Expenses	22,058.13	21,136.24	921.89	104.36%
Laundry Expense	1,292.10	0.00	1,292.10	100.0%
Office Expense	411.58	395.82	15.76	103.98%
Pest Control Expense	76.56	70.00	6.56	109.37%
Repairs & Maintenance	2,552.62	6,069.98	(3,517.36)	42.05%
Supplies	120.26	1,243.02	(1,122.76)	9.68%
Telephone Expense	106.36	117.00	(10.64)	90.91%
Trash Pickup	1,406.41	600.00	806.41	234.4%
Utilities	7,092.52	8,086.94	(994.42)	87.7%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>47,189.98</u>	<u>49,894.62</u>	<u>(2,704.64)</u>	<u>94.58%</u>
Net Ordinary Income	<u>10,497.82</u>	<u>27,810.18</u>	<u>(17,312.36)</u>	<u>37.75%</u>
Net Income	<u>10,497.82</u>	<u>27,810.18</u>	<u>(17,312.36)</u>	<u>37.75%</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 August 2025

	Jan - Aug 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Interest	22,213.20	18,400.00	3,813.20	120.72%
Sales-Revenue				
Alcohol Sales-Beer/Wine	5,126.40	6,400.00	(1,273.60)	80.1%
Alcohol Sales-Mixed Drinks	2,343.02	3,300.00	(956.98)	71.0%
Refunds/Returns	(766.00)	0.00	(766.00)	100.0%
Sales-Revenue - Other	<u>333,210.22</u>	<u>327,872.00</u>	<u>5,338.22</u>	<u>101.63%</u>
Total Sales-Revenue	<u>339,913.64</u>	<u>337,572.00</u>	<u>2,341.64</u>	<u>100.69%</u>
Sales Tax Revenue	<u>147,248.47</u>	<u>147,148.80</u>	<u>99.67</u>	<u>100.07%</u>
Total Income	<u>509,375.31</u>	<u>503,120.80</u>	<u>6,254.51</u>	<u>101.24%</u>
Gross Profit	<u>509,375.31</u>	<u>503,120.80</u>	<u>6,254.51</u>	<u>101.24%</u>
Expense				
Advertising Expense	2,227.40	2,000.00	227.40	111.37%
Alcohol Expense	5,929.53	5,306.55	622.98	111.74%
Alcohol Permit Expense	3,576.00	3,576.00	0.00	100.0%
Bank Service Fees	4,303.24	4,572.78	(269.54)	94.11%
Building Alarm System	1,462.14	2,176.30	(714.16)	67.19%
Cable TV	1,554.70	1,490.80	63.90	104.29%
Cleaning Service	10,271.94	10,760.00	(488.06)	95.46%
Contract Labor	33,398.48	33,125.00	273.48	100.83%
Dues & Memberships	550.00	1,279.95	(729.95)	42.97%
Health Insurance	10,506.88	10,506.88	0.00	100.0%
Internet/IT	8,745.60	17,544.00	(8,798.40)	49.85%
Labor Expenses	127,613.20	126,943.46	669.74	100.53%
Laundry Expense	15,297.15	14,982.85	314.30	102.1%
Linen & Supplies	1,233.60	1,138.96	94.64	108.31%
Office Expense	6,078.92	3,375.99	2,702.93	180.08%
Pest Control Expense	864.05	835.00	29.05	103.48%
Repairs & Maintenance	28,514.18	59,518.63	(31,004.45)	47.91%
Supplies	9,311.11	10,728.16	(1,417.05)	86.79%
Telephone Expense	959.70	936.00	23.70	102.53%
Trash Pickup	5,012.67	4,116.16	896.51	121.78%
Utilities	50,471.34	48,902.69	1,568.65	103.21%
Website	599.55	598.65	0.90	100.15%
Total Expense	<u>328,481.38</u>	<u>364,414.81</u>	<u>(35,933.43)</u>	<u>90.14%</u>
Net Ordinary Income	<u>180,893.93</u>	<u>138,705.99</u>	<u>42,187.94</u>	<u>130.42%</u>
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	<u>(63,821.37)</u>	<u>(56,560.05)</u>	<u>(7,261.32)</u>	<u>112.84%</u>
Net Income	<u>117,072.56</u>	<u>82,145.94</u>	<u>34,926.62</u>	<u>142.52%</u>
 Transfer to BEC Savings	 (70,000.00)			
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
August 2025

	<u>Aug 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	2,270.07	1,500.00	770.07	151.34%
Sales Tax Revenue	18,986.64	17,596.80	1,389.84	107.9%
Total Income	<u>21,256.71</u>	<u>19,096.80</u>	<u>2,159.91</u>	<u>111.31%</u>
Gross Profit	<u>21,256.71</u>	<u>19,096.80</u>	<u>2,159.91</u>	<u>111.31%</u>
Net Ordinary Income	21,256.71	19,096.80	2,159.91	111.31%
Other Income/Expense				
Other Expense				
Special Projects	47,752.55	0.00	47,752.55	100.0%
Total Other Expense	<u>47,752.55</u>	<u>0.00</u>	<u>47,752.55</u>	<u>100.0%</u>
Net Other Income	(47,752.55)	0.00	(47,752.55)	100.0%
Net Income	<u>(26,495.84)</u>	<u>19,096.80</u>	<u>(45,592.64)</u>	<u>(138.75%)</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 August 2025

	<u>Jan - Aug 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest	17,077.89	12,000.00	5,077.89	142.32%
Sales Tax Revenue	147,248.47	147,148.80	99.67	100.07%
Total Income	<u>164,326.36</u>	<u>159,148.80</u>	<u>5,177.56</u>	<u>103.25%</u>
Gross Profit	<u>164,326.36</u>	<u>159,148.80</u>	<u>5,177.56</u>	<u>103.25%</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>164,315.26</u>	<u>159,148.80</u>	<u>5,166.46</u>	<u>103.25%</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>66,562.71</u></u>	<u><u>59,148.80</u></u>	<u><u>7,413.91</u></u>	<u><u>112.53%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

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

Account Name		Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:				
A&P Collections General		***1584	15,277.09	13,504.81
Bond Account		***1592	CLOSED	CLOSED
				0.00
A&P Large Project Checking	50%	***0318	2,284,887.25	2,201,669.38
A&P Small Project Checking	20%	***0348	1,564,810.52	1,524,578.60
A&P General Op Checking	10%	***3297	170,514.93	172,268.05
Benton Focus Group Checking	10%	***2274	771,830.17	750,573.46
				0.00
Benton Event Center General Op Checking	10%	***2640	569,878.25	546,958.45
Benton Event Center Savings		***9832	421,021.03	409,753.72
TOTAL OPERATING CASH & INVESTMENTS				<u><u>5,798,219.24</u></u>

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

	Recd in Mar FEB	Recd in April MARCH	Recd in May APRIL	Recd in June MAY	Recd in July JUNE	Recd in Aug JULY	Recd in Sept AUGUST	Recd in Oct SEPT	Recd in Nov OCT	Recd in Dec NOV	TOTAL
RESTAURANTS:											
TOTAL RESTAURANTS	158,506.67	175,669.53	153,379.63	165,587.02	181,491.68	164,988.39	0.00	0.00	0.00	0.00	1,278,450.45
# of Businesses	87	86	82	85	87	86					
FOOD TRUCKS:											
TOTAL FOOD TRUCKS	574.45	1,713.70	1,105.79	807.29	895.30	754.00	0.00	0.00	0.00	0.00	7,455.06
# of Businesses	15	18	21	21	24	25					
MOTEL & HOTEL:											
TOTAL MOTEL & HOTEL	3,808.75	5,185.85	4,577.05	5,501.19	5,692.16	6,182.79	0.00	0.00	0.00	0.00	38,328.39
# of Businesses	11	11	12	11	10	11					
CONVENIENCE STORE:											
TOTAL C-STORE	2,963.75	3,244.94	3,118.60	2,976.37	3,297.95	3,490.44	0.00	0.00	0.00	0.00	24,081.94
# of Businesses	19	18	17	18	16	21					
OTHER:											
TOTAL OTHER	10,618.15	13,120.92	15,077.53	16,701.00	13,218.37	12,872.98	0.00	0.00	0.00	0.00	104,992.22
# of Businesses	12	13	14	19	18	18					
GROCERY:											
TOTAL GROCERY	4,765.71	3,440.85	3,293.00	3,760.92	3,920.66	3,736.71	0.00	0.00	0.00	0.00	23,672.93
# of Businesses	5	5	5	5	5	5					
GRAND TOTALS	181,237.48	202,375.79	180,551.60	195,333.79	208,516.12	192,025.31	0.00	0.00	0.00	0.00	1,476,980.99
2024 Collections	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	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	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	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	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	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	10.5%	1.5%	-1.2%	5.5%	9.5%	8.1%	-100.0%	-100.0%	-100.0%	-100.0%	

Benton Event Center-Event Report

August 12, 2025 to September 10, 2025

October 1, 2013 to August 11, 2025

1,022,794

	Date(s)	# of Attendees
Farm Bureau Meeting	8/13/2025	40
RetirePath Meeting	8/19/2025	30
AR Peer Recovery Conference	8/26-8/28/2025	800
Waco Title Lunch	9/4/2025	25
Saline County Ducks Unlimited Banquet	9/4/2025	330
AR State Police Bingo	9/5/2025	350
Sweet Arts Fundraiser	9/6/2025	310
AR Land Commissioner Auction	9/9/2025	250

of Events: 8

TOTAL: 2,095

TOTAL: 1,024,889



A&P Marketing Report

August 6 – September 3

- Social media channels were launched on August 6
- Hosted the Salt Bowl vendor booth and gathered 62 newsletter sign-ups
- Created a temporary landing page with Benton promotional video and live countdown

**Official website launch of www.discoverbenton.com is scheduled for September 29th.
A press release will be sent out to media outlets the same week.**

Facebook Analytics:

August 6 – September 3

Views – 27,000

Reach - 9,700

Followers - 552

Instagram Analytics:

August 6 – September 3

Views – 3,260

Followers - 203