

# Benton Advertising & Promotion Commission

## Agenda

March 13, 2024

3:30 pm at the Benton Municipal Complex in Council Chambers

**I. Call to Order**

| <b>II. Roll Call</b> | <b>Present</b> | <b>Absent</b> |
|----------------------|----------------|---------------|
| Frank Baptist        | _____          | _____         |
| Steve Brown          | _____          | _____         |
| Alison Burch         | _____          | _____         |
| Bill Eldridge        | _____          | _____         |
| Elgin Hamner IV      | _____          | _____         |
| Luke Moody           | _____          | _____         |
| Greg Shinn           | _____          | _____         |

**III. Minutes from February 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**

- 1. Request from Saline County Fair Association – 2<sup>nd</sup> Reading and Vote
- 2. Request from Venix Rising, LLC – 2<sup>nd</sup> Reading and Vote
- 3. Request from Saline County Comic Expo – 1<sup>st</sup> Reading

**VII. Report from Benton Event Center – Nikki Chumley**

**VIII. Report on the Development of Exit 114 Property – Bill Eldridge**

**IX. Old Business**

**X. New Business**

- 1. Advertising and promoting Benton
  - a) City
  - b) Sporting Events

**XI. Other Business**

**XII. Adjournment**

**BENTON ADVERTISING & PROMOTION COMMISSION**  
**Minutes**  
**February 14, 2024**

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on February 14, 2024 at 3:31 pm at the Benton Municipal Complex in Council Chambers.

II. ROLL CALL

Commissioners in attendance included: Bill Eldridge, Steve Brown, Luke Moody, Frank Baptist and Greg Shinn who arrived after roll call. Alison Burch and Elgin Hamner IV were absent.

III. MINUTES

Luke Moody made a motion to approve the minutes of the January 10, 2024 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 January 31, 2024:

|                                |                     |
|--------------------------------|---------------------|
| Bank OZK – Focus Group Project | \$432,718.80        |
| Bank OZK – A&P                 | \$101,038.80        |
| Bank OZK – Event Center        | \$365,551.36        |
| Bank OZK – Savings             | <u>\$380,188.99</u> |
| Total Checking/Savings         | \$1,279,497.95      |

There is a liability of \$486.99 owed to the Arkansas Department of Finance for sales tax and to the City of Benton for sales tax.

A&P profit and loss statement: for the month of January 2024 and year to date as of January 2024 total income of \$18,673.76 and total expenses of \$13,475.54 resulting in net income of \$5,198.22.

Event Center profit and loss statement: for the month of January 2024 and year to date as of January 2024 total income of \$73,897.26, total operating expenses of \$30,639.92 and capital expenditures of \$7,638.51 resulting in net income of \$35,618.83.

Focus Group profit and loss statement: for the month of January 2024 and year to date as of January 2024 total income of \$19,926.40 and total expenses of \$0 resulting in net income of \$19,926.40.

**B. Bank Balances and Collections Report**

City of Benton Financial Officer Mandy Spicer presented the bank account report with the following balances as of January 31, 2024:

|  | Statement<br>Balance  | Prev. Month's<br>Balance |
|--|-----------------------|--------------------------|
| A&P Collections General (clearing account)                       | \$3,863.28            | \$5,900.29               |
| Bond Account   | Closed                | Closed                   |
| A&P Large Project Checking (50% distribution)                    | \$793,934.45          | \$1,619,402.75           |
| A&P Small Project Checking (20% distribution)                    | \$829,244.10          | \$789,531.45             |
| A&P General Operating Checking (10% distribution)                | \$105,150.80          | \$95,840.58              |
| Benton Focus Group Checking (10% distribution)                   | \$432,718.80          | \$412,792.40             |
| Benton Event Center Gen Operating Checking<br>(10% distribution) | \$366,521.45          | \$333,254.69             |
| Benton Event Center Savings                                      | <u>\$380,188.99</u>   | <u>\$378,716.66</u>      |
|  | <b>\$2,911,621.87</b> |                          |

Mandy added that the large decrease in the balance of the large project checking account is because of the purchase of tract number 2 in January as planned.

Luke Moody made a motion to accept the financial reports as presented. Frank Baptist seconded. Motion carried.

Collections received in the month of January 2024 were \$1,182,613.39 which is 17% higher than collections in January 2023. Below are the amounts collected in January of this year along with January of the previous five years:

|                          |              |
|--------------------------|--------------|
| January 2024 Collections | \$182,613.39 |
| January 2023 Collections | \$155,553.56 |
| January 2022 Collections | \$154,095.92 |
| January 2021 Collections | \$136,911.96 |
| January 2020 Collections | \$127,256.22 |
| January 2019 Collections | \$117,759.17 |

Mandy Spicer directed the commissioners to the list of delinquent businesses that include: Al's Minnows, Benton Food & Gas, Benton Express LLC, Bullock's Benton, Extra Stop, Eye Catcher, Koffee with a Kause, Niecy's, Pasta J's, Pizza Inn, Vibrant Nutrition and Zaxby's. One of them is 2-months past due and the others are 1-month past due. All of them have been contacted and are expected to bring their accounts current soon.

### C. 2024 Budgets

Bill Eldridge stated that the budget committee met several times and provided the following information. The budgets include a projected 2% increase in sales tax revenue, a quarterly fee for maintenance of the downtown lights, funding of \$50,000, capital expenditures for the Benton Event Center for additional outside security cameras, a handicap ramp accessing the plaza, reprogramming the ballroom lighting and painting the green room and service corridor. Nikki included that the rental rates have increased for the first time in seven years but previous renters are grandfathered in for 2024.

Jordan Woolbright presented a summary of the 2024 budgets. The detailed budgets that were presented are attached to these minutes.

Benton Focus Group: Budgeted income of \$221,752.38 and expenses of \$0 with a budgeted net income of \$221,752.38.

Benton A&P Commission: Budgeted income of \$210,352.38 and expenses of \$168,099.96 with a budgeted net income of \$42,252.42.

Benton Event Center: Budgeted income of \$729,898.80, expenses of \$502,969.51 and capital expenditures of \$93,358.51 with a budgeted net income of \$133,570.78.

Luke Moody made a motion to approve the 2024 budgets as presented. Steve Brown seconded. Motion carried.

### V. FUNDING

- A. Feedback from Literacy Action of Central Arkansas – Bill Eldridge directed the commissioners to an overview in their packet provided by Literacy Action of Central Arkansas regarding its pickleball tournament held at the River Center in January. The event was very successful with 158 players from Benton, Bryant, Hot Springs, Little Rock, Conway and Fayetteville and bleachers full of spectators. The organizers thanked the A&P Commission for the funding and support.
- B. Saline County Fair Association – 1<sup>st</sup> Reading – The Saline County Fair Association is requesting \$6,500 for the Saline County Fair & Rodeo to be held September 3-7, 2024 at the Saline County Fairgrounds. The funds would be used for advertising via Facebook \$1,000, Clear Channel Radio \$3,000, MySaline.com \$1,000 and the Benton Courier \$1,500. Bill Eldridge stated that A&P funding has been approved in the past for the fair and rodeo. This is the first reading and the request will be voted on at the next meeting.
- C. Venix Rising, LLC – 1<sup>st</sup> Reading – Venix Rising, LLC is requesting \$2,000 for the Enchanted! Metaphysics & Mystics Market to be held June 22-23, 2024 at the

Benton Event Center. The funds would be used for flyers, posters and print and online ads. Chelsea Snyder was recognized and addressed the commission. This will be the third year for the event. It was previously held in Clarksville and Conway. She's moving it to Benton because there is a need for a larger venue and to be more centrally located. There has been growth in attendance each year with 550 people in 2022 in Conway. The event includes vendors, entertainment, clinics, workshops, live music, food, discussions and book signings. This is the first reading and the request will be voted on at the next meeting.

VI. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported that there have been 13 events since the last A&P meeting with several events rescheduling due to the snow and ice. Total estimated attendance since the date of opening (October 1, 2013) is 888,147.

VII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported that progress is being made and representatives from FTN Associates will be at the next meeting with a report.

Bill gave an update on the fencing constructed around Jim Thomas' land that he retained for his personal use. Bill reminded the commissioners that part of the agreement to purchase the other land owned by Mr. Thomas was for A&P to pay for the construction of the fence. It has come to his attention that there is a problem with the new fence. The rails are too far apart and small calves are able to escape. McDonald Fence built the fence and has submitted an invoice in the amount of \$4,081.43 to add additional rails. Luke Moody made a motion to approve the payment of \$4,081.43 to add additional rails to the fence. Steve Brown seconded. Motion carried.

IIX. OLD BUSINESS

None.

IX. NEW BUSINESS


None.


X. OTHER BUSINESS

None.

XI. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Frank Baptist seconded. Motion carried. The meeting was adjourned at 4:00 pm.

  
\_\_\_\_\_  
Bill Eldridge, Chairman

  
\_\_\_\_\_  
Amy McCormick, Recording Secretary

Benton Advertising & Promotion Commission Bank Account Balances  
February 29, 2024

| Account Name                            | Acct #      | Statement<br>Balance | Previous Month's<br>Balance |
|---|-------------|----------------------|-----------------------------|
| <u>Cash Accounts:</u>                   |             |                      |                             |
| A&P Collections General                 | ***1584     | 3,055.85             | 3,863.28                    |
| Bond Account                            | ***1592     | CLOSED               | CLOSED                      |
|   |             |                      | 0.00                        |
| A&P Large Project Checking              | 50% ***0318 | 866,287.88           | 793,934.45                  |
| A&P Small Project Checking              | 20% ***0348 | 859,818.04           | 829,244.10                  |
| A&P General Op Checking                 | 10% ***3297 | 107,324.85           | 105,150.80                  |
| Benton Focus Group Checking             | 10% ***2274 | 449,485.93           | 432,718.80                  |
|   |             |                      | 0.00                        |
| Benton Event Center General Op Checking | 10% ***2640 | 383,546.98           | 366,521.45                  |
| Benton Event Center Savings             | ***9832     | 381,487.88           | 380,188.99                  |

TOTAL OPERATING CASH & INVESTMENTS

3,051,007.41



**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 February 29, 2024**

|  | <b>Feb 29, 24</b>   |
|--|---------------------|
| <b>ASSETS</b>                          |                     |
| <b>Current Assets</b>                  |                     |
| <b>Checking/Savings</b>                |                     |
| Bank OZK - Focus Group Project         | 449,485.93          |
| Bank OZK - A&P                         | 107,260.55          |
| Bank OZK - Event Center                | 379,890.65          |
| Bank OZK - Savings                     | 381,487.88          |
| <b>Total Checking/Savings</b>          | 1,318,125.01        |
| <b>Total Current Assets</b>            | 1,318,125.01        |
| <b>TOTAL ASSETS</b>                    | <b>1,318,125.01</b> |
| <b>LIABILITIES &amp; EQUITY</b>        |                     |
| <b>Liabilities</b>                     |                     |
| <b>Current Liabilities</b>             |                     |
| <b>Other Current Liabilities</b>       |                     |
| Sales Tax Payable                      | 140.00              |
| <b>Total Other Current Liabilities</b> | 140.00              |
| <b>Total Current Liabilities</b>       | 140.00              |
| <b>Total Liabilities</b>               | 140.00              |
| <b>Equity</b>                          |                     |
| Retained Earnings                      | 1,218,267.51        |
| Net Income                             | 99,717.50           |
| <b>Total Equity</b>                    | 1,317,985.01        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  | <b>1,318,125.01</b> |

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**  
**February 2024**

|                                | <u>Feb 24</u>          | <u>Budget</u>          | <u>\$ Over Budget</u>  | <u>% of Budget</u>   |
|--------------------------------|------------------------|------------------------|------------------------|----------------------|
| <b>Ordinary Income/Expense</b> |                        |                        |                        |                      |
| <b>Income</b>                  |                        |                        |                        |                      |
| Interest                       | 322.41                 | 250.00                 | 72.41                  | 128.96%              |
| Sales Tax Revenue              | 15,286.97              | 16,698.80              | (1,411.83)             | 91.55%               |
| <b>Total Income</b>            | <u>15,609.38</u>       | <u>16,948.80</u>       | <u>(1,339.42)</u>      | <u>92.1%</u>         |
| <b>Gross Profit</b>            | 15,609.38              | 16,948.80              | (1,339.42)             | 92.1%                |
| <b>Expense</b>                 |                        |                        |                        |                      |
| Accounting Services            | 715.00                 | 550.00                 | 165.00                 | 130.0%               |
| Advertising Expense            | 64.30                  | 420.00                 | (355.70)               | 15.31%               |
| Comp. for Commissioners        | 750.00                 | 750.00                 | 0.00                   | 100.0%               |
| Funding                        | 0.00                   | 4,166.67               | (4,166.67)             | 0.0%                 |
| Legal Counsel                  | 1,200.00               | 1,200.00               | 0.00                   | 100.0%               |
| Service Agreement              | 6,658.33               | 6,658.33               | 0.00                   | 100.0%               |
| <b>Total Expense</b>           | <u>9,387.63</u>        | <u>13,745.00</u>       | <u>(4,357.37)</u>      | <u>68.3%</u>         |
| <b>Net Ordinary Income</b>     | <u>6,221.75</u>        | <u>3,203.80</u>        | <u>3,017.95</u>        | <u>194.2%</u>        |
| <b>Net Income</b>              | <u><u>6,221.75</u></u> | <u><u>3,203.80</u></u> | <u><u>3,017.95</u></u> | <u><u>194.2%</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 February 2024**

|                                | <u>Jan - Feb 24</u>     | <u>Budget</u>          | <u>\$ Over Budget</u>  | <u>% of Budget</u>    |
|--------------------------------|-------------------------|------------------------|------------------------|-----------------------|
| <b>Ordinary Income/Expense</b> |                         |                        |                        |                       |
| <b>Income</b>                  |                         |                        |                        |                       |
| Interest                       | 676.73                  | 500.00                 | 176.73                 | 135.35%               |
| Sales Tax Revenue              | 33,606.41               | 32,306.38              | 1,300.03               | 104.02%               |
| <b>Total Income</b>            | <u>34,283.14</u>        | <u>32,806.38</u>       | <u>1,476.76</u>        | <u>104.5%</u>         |
| <b>Gross Profit</b>            | 34,283.14               | 32,806.38              | 1,476.76               | 104.5%                |
| <b>Expense</b>                 |                         |                        |                        |                       |
| Accounting Services            | 1,215.00                | 1,100.00               | 115.00                 | 110.46%               |
| Advertising Expense            | 128.60                  | 840.00                 | (711.40)               | 15.31%                |
| Comp. for Commissioners        | 1,500.00                | 1,500.00               | 0.00                   | 100.0%                |
| Funding                        | 4,237.25                | 8,333.34               | (4,096.09)             | 50.85%                |
| Legal Counsel                  | 2,400.00                | 2,400.00               | 0.00                   | 100.0%                |
| Postage                        | 65.66                   | 40.00                  | 25.66                  | 164.15%               |
| Service Agreement              | 13,316.66               | 13,316.66              | 0.00                   | 100.0%                |
| <b>Total Expense</b>           | <u>22,863.17</u>        | <u>27,530.00</u>       | <u>(4,666.83)</u>      | <u>83.05%</u>         |
| <b>Net Ordinary Income</b>     | <u>11,419.97</u>        | <u>5,276.38</u>        | <u>6,143.59</u>        | <u>216.44%</u>        |
| <b>Net income</b>              | <u><u>11,419.97</u></u> | <u><u>5,276.38</u></u> | <u><u>6,143.59</u></u> | <u><u>216.44%</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**  
**February 2024**

|                                | Feb 24    | Budget    | \$ Over Budget | % of Budget |
|--------------------------------|-----------|-----------|----------------|-------------|
| <b>Ordinary Income/Expense</b> |           |           |                |             |
| <b>Income</b>                  |           |           |                |             |
| Interest                       | 2,546.52  | 2,300.00  | 246.52         | 110.72%     |
| <b>Sales-Revenue</b>           |           |           |                |             |
| Alcohol Sales-Mixed Drinks     | 0.00      | 971.70    | (971.70)       | 0.0%        |
| Refunds/Returns                | (160.00)  | 0.00      | (160.00)       | 100.0%      |
| Sales-Revenue - Other          | 38,130.30 | 36,829.00 | 1,301.30       | 103.53%     |
| <b>Total Sales-Revenue</b>     | 37,970.30 | 37,800.70 | 169.60         | 100.45%     |
| Sales Tax Revenue              | 15,286.97 | 16,698.80 | (1,411.83)     | 91.55%      |
| <b>Total Income</b>            | 55,803.79 | 56,799.50 | (995.71)       | 98.25%      |
| <b>Gross Profit</b>            | 55,803.79 | 56,799.50 | (995.71)       | 98.25%      |
| <b>Expense</b>                 |           |           |                |             |
| Alcohol Expense                | 722.20    | 0.00      | 722.20         | 100.0%      |
| Bank Service Fees              | 187.77    | 274.93    | (87.16)        | 68.3%       |
| Building Alarm System          | 147.61    | 147.61    | 0.00           | 100.0%      |
| Cable TV                       | 184.22    | 184.22    | 0.00           | 100.0%      |
| Cleaning Service               | 957.58    | 1,441.00  | (483.42)       | 66.45%      |
| Contract Labor                 | 1,817.50  | 3,706.00  | (1,888.50)     | 49.04%      |
| Dues & Memberships             | 175.00    | 325.00    | (150.00)       | 53.85%      |
| Health Insurance               | 1,213.43  | 1,213.43  | 0.00           | 100.0%      |
| Internet                       | 323.95    | 333.45    | (9.50)         | 97.15%      |
| Labor Expenses                 | 13,413.69 | 13,436.67 | (22.98)        | 99.83%      |
| Laundry Expense                | 2,814.15  | 4,500.00  | (1,685.85)     | 62.54%      |
| Linen & Supplies               | 345.83    | 0.00      | 345.83         | 100.0%      |
| Mileage Reimbursement          | 117.79    | 36.63     | 81.16          | 321.57%     |
| Office Expense                 | 265.56    | 587.53    | (321.97)       | 45.2%       |
| Pest Control Expense           | 131.26    | 65.63     | 65.63          | 200.0%      |
| Repairs & Maintenance          | 8,862.98  | 10,200.00 | (1,337.02)     | 86.89%      |
| Supplies                       | 1,726.61  | 1,909.67  | (183.06)       | 90.41%      |
| Telephone Expense              | 256.23    | 106.18    | 150.05         | 241.32%     |
| Trash Pickup                   | 0.00      | 373.06    | (373.06)       | 0.0%        |
| Utilities                      | 6,095.31  | 2,644.72  | 3,450.59       | 230.47%     |
| Website                        | 59.95     | 59.95     | 0.00           | 100.0%      |
| <b>Total Expense</b>           | 39,818.62 | 41,545.68 | (1,727.06)     | 95.84%      |
| <b>Net Ordinary Income</b>     | 15,985.17 | 15,253.82 | 731.35         | 104.8%      |
| <b>Net Income</b>              | 15,985.17 | 15,253.82 | 731.35         | 104.8%      |

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 February 2024**

|                                | <u>Jan - Feb 24</u> | <u>Budget</u>     | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|---------------------|-------------------|-----------------------|--------------------|
| <b>Ordinary Income/Expense</b> |                     |                   |                       |                    |
| <b>Income</b>                  |                     |                   |                       |                    |
| Interest                       | 5,321.93            | 4,600.00          | 721.93                | 115.69%            |
| <b>Sales-Revenue</b>           |                     |                   |                       |                    |
| Alcohol Sales-Beer/Wine        | 1,581.71            | 0.00              | 1,581.71              | 100.0%             |
| Alcohol Sales-Mixed Drinks     | 419.87              | 971.70            | (551.83)              | 43.21%             |
| Refunds/Returns                | (160.00)            | 0.00              | (160.00)              | 100.0%             |
| Sales-Revenue - Other          | 88,931.13           | 86,829.00         | 2,102.13              | 102.42%            |
| <b>Total Sales-Revenue</b>     | <u>90,772.71</u>    | <u>87,800.70</u>  | <u>2,972.01</u>       | <u>103.39%</u>     |
| Sales Tax Revenue              | 33,606.41           | 32,306.38         | 1,300.03              | 104.02%            |
| <b>Total Income</b>            | <u>129,701.05</u>   | <u>124,707.08</u> | <u>4,993.97</u>       | <u>104.01%</u>     |
| <b>Gross Profit</b>            | 129,701.05          | 124,707.08        | 4,993.97              | 104.01%            |
| <b>Expense</b>                 |                     |                   |                       |                    |
| Alcohol Expense                | 1,759.84            | 1,000.00          | 759.84                | 175.98%            |
| Bank Service Fees              | 1,543.99            | 1,102.93          | 441.06                | 139.99%            |
| Building Alarm System          | 295.22              | 295.22            | 0.00                  | 100.0%             |
| Cable TV                       | 368.44              | 368.44            | 0.00                  | 100.0%             |
| Cleaning Service               | 1,780.08            | 2,882.00          | (1,101.92)            | 61.77%             |
| Contract Labor                 | 4,865.50            | 7,706.00          | (2,840.50)            | 63.14%             |
| Dues & Memberships             | 175.00              | 325.00            | (150.00)              | 53.85%             |
| Health Insurance               | 2,426.86            | 2,426.86          | 0.00                  | 100.0%             |
| Internet                       | 647.90              | 666.90            | (19.00)               | 97.15%             |
| Labor Expenses                 | 26,716.99           | 26,965.66         | (248.67)              | 99.08%             |
| Laundry Expense                | 2,814.15            | 4,500.00          | (1,685.85)            | 62.54%             |
| Linen & Supplies               | 572.58              | 217.00            | 355.58                | 263.86%            |
| Mileage Reimbursement          | 117.79              | 73.26             | 44.53                 | 160.78%            |
| Office Expense                 | 925.87              | 1,087.53          | (161.66)              | 85.14%             |
| Pest Control Expense           | 131.26              | 131.26            | 0.00                  | 100.0%             |
| Repairs & Maintenance          | 11,033.67           | 12,500.00         | (1,466.33)            | 88.27%             |
| Supplies                       | 2,708.08            | 4,390.36          | (1,682.28)            | 61.68%             |
| Telephone Expense              | 363.98              | 213.04            | 150.94                | 170.85%            |
| Trash Pickup                   | 0.00                | 646.12            | (646.12)              | 0.0%               |
| Utilities                      | 11,091.44           | 15,172.52         | (4,081.08)            | 73.1%              |
| Website                        | 119.90              | 119.90            | 0.00                  | 100.0%             |
| <b>Total Expense</b>           | <u>70,458.54</u>    | <u>82,790.00</u>  | <u>(12,331.46)</u>    | <u>85.11%</u>      |
| <b>Net Ordinary Income</b>     | 59,242.51           | 41,917.08         | 17,325.43             | 141.33%            |
| <b>Other Income/Expense</b>    |                     |                   |                       |                    |
| <b>Other Expense</b>           |                     |                   |                       |                    |
| Capital Expenditures           | 7,638.51            | 7,638.51          | 0.00                  | 100.0%             |
| <b>Total Other Expense</b>     | <u>7,638.51</u>     | <u>7,638.51</u>   | <u>0.00</u>           | <u>100.0%</u>      |
| <b>Net Other Income</b>        | (7,638.51)          | (7,638.51)        | 0.00                  | 100.0%             |
| <b>Net Income</b>              | <u>51,604.00</u>    | <u>34,278.57</u>  | <u>17,325.43</u>      | <u>150.54%</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**  
**February 2024**

|                                | <u>Feb 24</u>           | <u>Budget</u>           | <u>\$ Over Budget</u>    | <u>% of Budget</u>   |
|--------------------------------|-------------------------|-------------------------|--------------------------|----------------------|
| <b>Ordinary Income/Expense</b> |                         |                         |                          |                      |
| <b>Income</b>                  |                         |                         |                          |                      |
| Interest                       | 1,480.16                | 1,200.00                | 280.16                   | 123.35%              |
| Sales Tax Revenue              | 15,286.97               | 16,698.80               | (1,411.83)               | 91.55%               |
| <b>Total Income</b>            | <u>16,767.13</u>        | <u>17,898.80</u>        | <u>(1,131.67)</u>        | <u>93.68%</u>        |
| <b>Gross Profit</b>            | <u>16,767.13</u>        | <u>17,898.80</u>        | <u>(1,131.67)</u>        | <u>93.68%</u>        |
| <b>Net Ordinary Income</b>     | <u>16,767.13</u>        | <u>17,898.80</u>        | <u>(1,131.67)</u>        | <u>93.68%</u>        |
| <b>Net Income</b>              | <u><u>16,767.13</u></u> | <u><u>17,898.80</u></u> | <u><u>(1,131.67)</u></u> | <u><u>93.68%</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 February 2024**

|                            | <u>Jan - Feb 24</u>     | <u>Budget</u>           | <u>\$ Over Budget</u>  | <u>% of Budget</u>    |
|----------------------------|-------------------------|-------------------------|------------------------|-----------------------|
| Ordinary Income/Expense    |                         |                         |                        |                       |
| Income                     |                         |                         |                        |                       |
| Interest                   | 3,087.12                | 2,400.00                | 687.12                 | 128.63%               |
| Sales Tax Revenue          | 33,606.41               | 32,306.38               | 1,300.03               | 104.02%               |
| <b>Total Income</b>        | <u>36,693.53</u>        | <u>34,706.38</u>        | <u>1,987.15</u>        | <u>105.73%</u>        |
| <b>Gross Profit</b>        | <u>36,693.53</u>        | <u>34,706.38</u>        | <u>1,987.15</u>        | <u>105.73%</u>        |
| <b>Net Ordinary Income</b> | <u>36,693.53</u>        | <u>34,706.38</u>        | <u>1,987.15</u>        | <u>105.73%</u>        |
| <b>Net Income</b>          | <u><u>36,693.53</u></u> | <u><u>34,706.38</u></u> | <u><u>1,987.15</u></u> | <u><u>105.73%</u></u> |

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

# Benton Event Center-Event Report

February 13, 2024 to March 12, 2024

October 1, 2013 to February 12, 2024

**888,147**

|                                | <b>Date(s)</b> | <b># of Attendees</b> |
|--------------------------------|----------------|-----------------------|
| Rhea Lana's Consignment Sale   | 2/11-2/25/2024 | 3,000                 |
| AR Connections Academy         | 2/27-2/29/2024 | 60                    |
| Saline County Gun & Knife Show | 3/1-3/3/2024   | 2,500                 |
| Benton Chamber Banquet         | 3/4-3/5/2024   | 900                   |
| Benton Home Show               | 3/7-3/9/2024   | 1400                  |
| Key Surprise Party             | 3/10/2024      | 90                    |
| New Beginning Banquet          | 3/11/2024      | 730                   |
| Entergy Safety Meeting         | 3/12/2024      | 200                   |
| Paradigm Pipeline Safety Class | 3/12/2024      | 40                    |

# of Events: 9

**TOTAL: 8,920**

**TOTAL: 897,067**