

Benton Advertising & Promotion Commission

Agenda

October 9, 2024

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

I. Call to Order

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

III. Minutes from September 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

None

VII. Report from Benton Event Center – Nikki Chumley

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

IX. Old Business

A&P Marketing Committee – Steve Brown

X. New Business

- A. All Star Weekend – Bill Eldridge
- B. Expiration of Two Commissioner Terms – Steve Brown
- C. Next Meeting Date – November 13

XI. Other Business

XII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
September 11, 2024

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on September 11, 2024, at 3:31 pm at the Benton Municipal Complex in Council Chambers.

II. ROLL CALL

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

III. MINUTES

Luke Moody made a motion to approve the minutes of the August 21, 2024 meeting. Alison Burch 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 August 31, 2024:

| | |
|--------------------------------|---------------------|
| Bank OZK – Focus Group Project | \$570,039.39 |
| Bank OZK – A&P | \$143,590.64 |
| Bank OZK – Event Center | \$414,277.43 |
| Bank OZK – Savings | <u>\$389,786.53</u> |
| Total Checking/Savings | \$1,517,693.99 |

There is a liability of \$449.00 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 August 2024 total income of \$18,065.04 and total expenses of \$15,190.56 resulting in net income of \$2,874.48. For the year to date as of August 2024 total income of \$146,651.39, total operating expenses of \$98,901.33 resulting in net income of \$47,750.06.

Event Center profit and loss statement: for the month of August 2024 total income of \$75,379.42 total operating expenses of \$54,847.27 resulting in net income of \$20,532.15. For the year to date as of August 2024 total income of \$489,450.17, total operating expenses of \$332,970.29 and capital expenditures of \$63,061.17 resulting in net income of \$93,418.71.

Focus Group profit and loss statement: for the month of August 2024 total income of \$19,546.52 and total expenses of \$0 resulting in net income of \$19,546.52. For the year to date as of August 2024 total income of \$157,246.99 and total expenses of \$0 resulting in net income of \$157,246.99.

B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of August 30, 2024:

| | Statement Balance | Prev. Month's Balance |
|--|-----------------------|--------------------------|
| A&P Collections General | \$6,588.91 | \$5,306.36 |
| Bond Account | Closed | Closed |
| A&P Large Project Checking | \$2,159,258.57 | \$1,269,226.14 |
| A&P Small Project Checking | \$1,102,971.58 | \$1,064,009.23 |
| A&P General Operating Checking | \$144,032.16 | \$142,363.35 |
| Benton Focus Group Checking | \$570,039.39 | \$550,492.87 |
| Benton Event Center Gen Operating Checking | \$414,337.38 | \$396,413.89 |
| Benton Event Center Savings | <u>\$389,786.53</u> | \$388,413.78 |
| | <u>\$4,787,014.52</u> | |

Mandy reported that the proceeds from the sale of the land to Buc-ees was deposited in the large project checking account.

V. ADMINISTRATIVE

Collections received in the month of August 2024 were \$177,612.46 which is 5% less than August 2023. There are 29 delinquencies for the month and the majority of them are only one month behind. Below are the amounts collected in August of this year along with August of the previous five years:

| | |
|--------------------------|--------------|
| August 2024 Collections: | \$177,612.46 |
| 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 |

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

VI. FUNDING REQUESTS

Kerry Murphy Promotions for Murphy's Saline County Gun & Knife Show- 2nd reading and vote. Request is for \$6,000. Discussion included: the funding request is for two shows remaining in 2024 and vendors routinely stay in Benton hotels and eat at Benton

restaurants. Alison Burch made a motion to approve funding of \$6,000. Luke Moody seconded. Motion carried.

VII. REPORT FROM BENTON EVENT CENTER

Director Nikki Chumley reported about seven events that have taken place in the venue since the last A&P meeting, including the Rhea Lana's consignment sale, AR Peer Recovery Conference, the LR Black Nurses Association Gala and the AR Pest Management Conference. Total estimated attendance since the date of opening (October 1, 2013) is 946,140. Over the Labor Day weekend, the carpet was cleaned throughout the building and touch up painting was done on the walls. Nikki reported that there has been increased spending on air conditioning repairs. All nine units are original to the building and she will meet with the vendor account manager to create a strategy to prepare for replacing the units in stages within the next years. She also reported that the fire alarm has to be replaced.

VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported that the contract with Buc-ees has been signed and the deal is done.

IX. OLD BUSINESS

A&P Marketing Committee – Steve Brown reported that a contract has been extended to the chosen company to create the A&P website. The company has experience with promoting municipalities and the committee is excited for the next steps in the website getting created.

X. NEW BUSINESS

The next A&P meeting will be Wednesday, October 9.

XI. OTHER BUSINESS

None

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Greg Shinn 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, 2024

| | Sep 30, 24 |
|--|---------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bank OZK - Focus Group Project | 589,548.15 |
| Bank OZK - A&P | 129,119.30 |
| Bank OZK - Event Center | 425,806.56 |
| Bank OZK - Savings | 391,140.64 |
| Total Checking/Savings | 1,535,614.65 |
| Total Current Assets | 1,535,614.65 |
| TOTAL ASSETS | 1,535,614.65 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| Sales Tax Payable | 753.10 |
| Total Other Current Liabilities | 753.10 |
| Total Current Liabilities | 753.10 |
| Total Liabilities | 753.10 |
| Equity | |
| Retained Earnings | 1,218,829.23 |
| Net Income | 316,032.32 |
| Total Equity | 1,534,861.55 |
| TOTAL LIABILITIES & EQUITY | 1,535,614.65 |

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 2024

| | <u>Sep 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|--------------------|------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 460.13 | 250.00 | 210.13 | 184.05% |
| Sales Tax Revenue | 17,526.63 | 17,786.33 | (259.70) | 98.54% |
| Total Income | <u>17,986.76</u> | <u>18,036.33</u> | <u>(49.57)</u> | <u>99.73%</u> |
| Gross Profit | 17,986.76 | 18,036.33 | (49.57) | 99.73% |
| Expense | | | | |
| Accounting Services | 500.00 | 550.00 | (50.00) | 90.91% |
| Advertising Expense | 1,040.50 | 420.00 | 620.50 | 247.74% |
| Comp. for Commissioners | 750.00 | 750.00 | 0.00 | 100.0% |
| Funding | 6,419.74 | 4,166.66 | 2,253.08 | 154.07% |
| Legal Counsel | 1,200.00 | 1,200.00 | 0.00 | 100.0% |
| Repairs & Maintenance | 15,889.53 | 750.00 | 15,139.53 | 2,118.6% |
| Service Agreement | 6,658.33 | 6,658.33 | 0.00 | 100.0% |
| Total Expense | <u>32,458.10</u> | <u>14,494.99</u> | <u>17,963.11</u> | <u>223.93%</u> |
| Net Ordinary Income | <u>(14,471.34)</u> | <u>3,541.34</u> | <u>(18,012.68)</u> | <u>(408.64%)</u> |
| Net Income | <u>(14,471.34)</u> | <u>3,541.34</u> | <u>(18,012.68)</u> | <u>(408.64%)</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 2024

| | <u>Jan - Sep 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|-------------------------|-------------------------|------------------------|-----------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 3,726.37 | 2,250.00 | 1,476.37 | 165.62% |
| Sales Tax Revenue | 160,911.78 | 155,921.46 | 4,990.32 | 103.2% |
| Total Income | <u>164,638.15</u> | <u>158,171.46</u> | <u>6,466.69</u> | <u>104.09%</u> |
| Gross Profit | 164,638.15 | 158,171.46 | 6,466.69 | 104.09% |
| Expense | | | | |
| Accounting Services | 4,715.00 | 4,950.00 | (235.00) | 95.25% |
| Advertising Expense | 4,305.78 | 3,780.00 | 525.78 | 113.91% |
| Comp. for Commissioners | 5,700.00 | 6,750.00 | (1,050.00) | 84.44% |
| Funding | 26,604.85 | 37,500.02 | (10,895.17) | 70.95% |
| Legal Counsel | 10,800.00 | 10,800.00 | 0.00 | 100.0% |
| Meals & Entertainment | 65.83 | 0.00 | 65.83 | 100.0% |
| Postage | 65.66 | 120.00 | (54.34) | 54.72% |
| Repairs & Maintenance | 19,177.34 | 2,250.00 | 16,927.34 | 852.33% |
| Service Agreement | 59,924.97 | 59,924.97 | 0.00 | 100.0% |
| Total Expense | <u>131,359.43</u> | <u>126,074.99</u> | <u>5,284.44</u> | <u>104.19%</u> |
| Net Ordinary Income | <u>33,278.72</u> | <u>32,096.47</u> | <u>1,182.25</u> | <u>103.68%</u> |
| Net Income | <u><u>33,278.72</u></u> | <u><u>32,096.47</u></u> | <u><u>1,182.25</u></u> | <u><u>103.68%</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 2024

| | <u>Sep 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|---------------|---------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 2,767.61 | 2,300.00 | 467.61 | 120.33% |
| Sales-Revenue | | | | |
| Alcohol Sales-Beer/Wine | 214.86 | 250.00 | (35.14) | 85.94% |
| Alcohol Sales-Mixed Drinks | 110.97 | 250.00 | (139.03) | 44.39% |
| Sales-Revenue - Other | 45,756.22 | 34,989.00 | 10,767.22 | 130.77% |
| Total Sales-Revenue | 46,082.05 | 35,489.00 | 10,593.05 | 129.85% |
| Sales Tax Revenue | 17,526.63 | 17,786.33 | (259.70) | 98.54% |
| Total Income | 66,376.29 | 55,575.33 | 10,800.96 | 119.44% |
| Gross Profit | 66,376.29 | 55,575.33 | 10,800.96 | 119.44% |
| Expense | | | | |
| Alcohol Expense | 0.00 | 182.29 | (182.29) | 0.0% |
| Bank Service Fees | 418.32 | 260.84 | 157.48 | 160.37% |
| Building Alarm System | 4,876.22 | 427.61 | 4,448.61 | 1,140.34% |
| Cable TV | 186.35 | 184.22 | 2.13 | 101.16% |
| Cleaning Service | 1,292.27 | 1,441.00 | (148.73) | 89.68% |
| Contract Labor | 3,204.00 | 3,897.00 | (693.00) | 82.22% |
| Health Insurance | 1,213.43 | 1,213.43 | 0.00 | 100.0% |
| Internet | 323.95 | 333.45 | (9.50) | 97.15% |
| Labor Expenses | 13,391.98 | 13,419.83 | (27.85) | 99.79% |
| Laundry Expense | 3,942.00 | 613.20 | 3,328.80 | 642.86% |
| Linen & Supplies | 0.00 | 250.00 | (250.00) | 0.0% |
| Office Expense | 366.74 | 329.13 | 37.61 | 111.43% |
| Pest Control Expense | 65.63 | 339.07 | (273.44) | 19.36% |
| Repairs & Maintenance | 13,854.63 | 7,800.00 | 6,054.63 | 177.62% |
| Supplies | 1,939.19 | 2,031.97 | (92.78) | 95.43% |
| Telephone Expense | 23.30 | 457.89 | (434.59) | 5.09% |
| Trash Pickup | 460.60 | 307.92 | 152.68 | 149.58% |
| Utilities | 8,178.59 | 7,812.45 | 366.14 | 104.69% |
| Website | 59.95 | 59.95 | 0.00 | 100.0% |
| Total Expense | 53,797.15 | 41,361.25 | 12,435.90 | 130.07% |
| Net Ordinary Income | 12,579.14 | 14,214.08 | (1,634.94) | 88.5% |
| Other Income/Expense | | | | |
| Other Expense | | | | |
| Capital Expenditures | 0.00 | 21,000.00 | (21,000.00) | 0.0% |
| Total Other Expense | 0.00 | 21,000.00 | (21,000.00) | 0.0% |
| Net Other Income | 0.00 | (21,000.00) | 21,000.00 | 0.0% |
| Net Income | 12,579.14 | (6,785.92) | 19,365.06 | (185.37%) |

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 2024

| | <u>Jan - Sep 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|---------------------|--------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 24,803.61 | 20,700.00 | 4,103.61 | 119.82% |
| Sales-Revenue | | | | |
| Alcohol Sales-Beer/Wine | 5,457.30 | 5,458.76 | (1.46) | 99.97% |
| Alcohol Sales-Mixed Drinks | 1,725.74 | 1,922.73 | (196.99) | 89.76% |
| Refunds/Returns | (1,153.00) | 0.00 | (1,153.00) | 100.0% |
| Sales-Revenue - Other | 364,081.03 | 376,087.00 | (12,005.97) | 96.81% |
| Total Sales-Revenue | <u>370,111.07</u> | <u>383,468.49</u> | <u>(13,357.42)</u> | <u>96.52%</u> |
| Sales Tax Revenue | 160,911.78 | 155,921.46 | 4,990.32 | 103.2% |
| Total Income | <u>555,826.46</u> | <u>560,089.95</u> | <u>(4,263.49)</u> | <u>99.24%</u> |
| Gross Profit | 555,826.46 | 560,089.95 | (4,263.49) | 99.24% |
| Expense | | | | |
| Advertising Expense | 2,000.00 | 2,186.50 | (186.50) | 91.47% |
| Alcohol Expense | 2,644.19 | 3,522.89 | (878.70) | 75.06% |
| Alcohol Permit Expense | 3,576.00 | 3,500.00 | 76.00 | 102.17% |
| Bank Service Fees | 4,991.10 | 6,179.18 | (1,188.08) | 80.77% |
| Building Alarm System | 7,052.52 | 1,978.49 | 5,074.03 | 356.46% |
| Cable TV | 1,672.89 | 1,657.98 | 14.91 | 100.9% |
| Cleaning Service | 11,109.53 | 12,969.00 | (1,859.47) | 85.66% |
| Contract Labor | 31,398.90 | 35,494.40 | (4,095.50) | 88.46% |
| Dues & Memberships | 279.95 | 325.00 | (45.05) | 86.14% |
| Health Insurance | 10,556.85 | 10,556.85 | 0.00 | 100.0% |
| Internet | 2,952.70 | 3,001.05 | (48.35) | 98.39% |
| Labor Expenses | 133,852.83 | 134,324.31 | (471.48) | 99.65% |
| Laundry Expense | 14,924.85 | 13,095.75 | 1,829.10 | 113.97% |
| Linen & Supplies | 690.71 | 717.00 | (26.29) | 96.33% |
| Mileage Reimbursement | 157.05 | 293.03 | (135.98) | 53.6% |
| Office Expense | 3,742.73 | 3,814.54 | (71.81) | 98.12% |
| Pest Control Expense | 864.11 | 1,137.55 | (273.44) | 75.96% |
| Repairs & Maintenance | 82,264.85 | 52,403.95 | 29,860.90 | 156.98% |
| Supplies | 12,667.35 | 15,422.46 | (2,755.11) | 82.14% |
| Telephone Expense | 1,033.66 | 1,804.48 | (770.82) | 57.28% |
| Trash Pickup | 2,747.95 | 3,322.00 | (574.05) | 82.72% |
| Utilities | 55,007.22 | 54,240.98 | 766.24 | 101.41% |
| Website | 579.50 | 579.50 | 0.00 | 100.0% |
| Total Expense | <u>386,767.44</u> | <u>362,528.89</u> | <u>24,240.55</u> | <u>106.69%</u> |
| Net Ordinary Income | 169,059.02 | 197,563.06 | (28,504.04) | 85.57% |
| Other Income/Expense | | | | |
| Other Expense | | | | |
| Capital Expenditures | 63,061.17 | 93,358.51 | (30,297.34) | 67.55% |
| Total Other Expense | <u>63,061.17</u> | <u>93,358.51</u> | <u>(30,297.34)</u> | <u>67.55%</u> |
| Net Other Income | <u>(63,061.17)</u> | <u>(93,358.51)</u> | <u>30,297.34</u> | <u>67.55%</u> |
| Net Income | <u>105,997.85</u> | <u>104,204.55</u> | <u>1,793.30</u> | <u>101.72%</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
September 2024

| | <u>Sep 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|------------------|------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 1,982.13 | 1,200.00 | 782.13 | 165.18% |
| Sales Tax Revenue | 17,526.63 | 17,786.33 | (259.70) | 98.54% |
| Total Income | <u>19,508.76</u> | <u>18,986.33</u> | <u>522.43</u> | <u>102.75%</u> |
| Gross Profit | <u>19,508.76</u> | <u>18,986.33</u> | <u>522.43</u> | <u>102.75%</u> |
| Net Ordinary Income | <u>19,508.76</u> | <u>18,986.33</u> | <u>522.43</u> | <u>102.75%</u> |
| Net Income | <u>19,508.76</u> | <u>18,986.33</u> | <u>522.43</u> | <u>102.75%</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 September 2024

| | <u>Jan - Sep 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|---------------------|-------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 15,843.97 | 10,800.00 | 5,043.97 | 146.7% |
| Sales Tax Revenue | 160,911.78 | 155,921.46 | 4,990.32 | 103.2% |
| Total Income | <u>176,755.75</u> | <u>166,721.46</u> | <u>10,034.29</u> | <u>106.02%</u> |
| Gross Profit | <u>176,755.75</u> | <u>166,721.46</u> | <u>10,034.29</u> | <u>106.02%</u> |
| Net Ordinary Income | <u>176,755.75</u> | <u>166,721.46</u> | <u>10,034.29</u> | <u>106.02%</u> |
| Net Income | <u>176,755.75</u> | <u>166,721.46</u> | <u>10,034.29</u> | <u>106.02%</u> |

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances
September 30, 2024

| Account Name | Acct # | Statement Balance | Previous Month's Balance |
|---|-------------|----------------------|-----------------------------|
| Cash Accounts: | | | |
| A&P Collections General | ***1584 | 4,593.29 | 6,588.91 |
| Bond Account | ***1592 | CLOSED | CLOSED |
| | | | 0.00 |
| A&P Large Project Checking | 50% ***0318 | 2,254,417.07 | 2,159,258.57 |
| A&P Small Project Checking | 20% ***0348 | 1,141,860.19 | 1,102,971.58 |
| A&P General Op Checking | 10% ***3297 | 131,638.79 | 144,032.16 |
| Benton Focus Group Checking | 10% ***2274 | 589,548.15 | 570,039.39 |
| | | | 0.00 |
| Benton Event Center General Op Checking | 10% ***2640 | 433,352.10 | 414,337.38 |
| Benton Event Center Savings | ***9832 | 391,140.64 | 389,786.53 |

TOTAL OPERATING CASH & INVESTMENTS

4,946,550.23

**BENTON ADVERTISING & PROMOTION
COLLECTIONS - FY2024 - NET**

| | DEC | JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPT | OCT | NOV | Dec in Dec | TOTAL |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------|-------------|-------------|-------------|---------------------|
| RESTAURANTS: | | | | | | | | | | | | | | |
| TOTAL RESTAURANTS | 155,744.58 | 132,120.63 | 141,358.07 | 171,655.72 | 158,393.68 | 158,326.35 | 162,311.60 | 149,794.56 | 147,749.25 | 0.00 | 0.00 | 0.00 | 0.00 | 1,386,834.67 |
| # of Businesses | 82 | 82 | 85 | 86 | 84 | 78 | 83 | 80 | 80 | | | | | |
| FOOD TRUCKS: | | | | | | | | | | | | | | |
| TOTAL FOOD TRUCKS | 992.80 | 378.26 | 438.84 | 1,007.65 | 365.00 | 963.92 | 818.74 | 637.79 | 1,530.28 | 0.00 | 0.00 | 0.00 | 0.00 | 7,377.42 |
| # of Businesses | 20 | 13 | 16 | 16 | 19 | 24 | 23 | 26 | 21 | | | | | |
| MOTEL & HOTEL: | | | | | | | | | | | | | | |
| TOTAL MOTEL & HOTEL | 4,889.11 | 4,466.31 | 5,016.73 | 5,844.87 | 6,141.01 | 6,587.56 | 6,272.46 | 5,703.37 | 4,989.37 | 0.00 | 0.00 | 0.00 | 0.00 | 49,910.79 |
| # of Businesses | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 10 | | | | | |
| CONVENIENCE STORE: | | | | | | | | | | | | | | |
| TOTAL C-STORE | 3,450.15 | 3,223.99 | 2,254.79 | 3,213.69 | 2,695.65 | 2,308.34 | 2,880.06 | 3,183.38 | 2,220.02 | 0.00 | 0.00 | 0.00 | 0.00 | 26,124.16 |
| # of Businesses | 23 | 21 | 19 | 21 | 21 | 20 | 20 | 16 | 15 | | | | | |
| OTHER: | | | | | | | | | | | | | | |
| TOTAL OTHER | 13,319.78 | 9,654.77 | 11,410.70 | 13,985.26 | 11,803.45 | 13,364.59 | 14,409.31 | 14,770.39 | 13,924.66 | 0.00 | 0.00 | 0.00 | 0.00 | 116,599.55 |
| # of Businesses | 18 | 14 | 16 | 18 | 16 | 16 | 19 | 16 | 18 | | | | | |
| GROCERY: | | | | | | | | | | | | | | |
| TOTAL GROCERY | 4,216.97 | 3,025.75 | 3,556.72 | 3,715.28 | 3,296.43 | 3,636.12 | 3,776.73 | 3,518.89 | 3,200.04 | 0.00 | 0.00 | 0.00 | 0.00 | 27,197.89 |
| # of Businesses | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | | | | | |
| GRAND TOTALS | 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 | 0.00 | 0.00 | 0.00 | 0.00 | 1,614,044.48 |
| 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 | | |
| 2022 Collections | 154,095.92 | 129,698.16 | 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 | 119,983.38 | 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 2023 to 2024 | 17.4% | -8.71% | 6.68% | 14.32% | 8.85% | -0.49% | 16.07% | -5.19% | 0.11% | | | | | |

Benton Event Center-Event Report

October 9, 2024

October 1, 2013 to October 9, 2024

946,140

| | Date(s) | # of Attendees |
|--------------------------------------|----------------|-----------------------|
| AR Pest Management Conference | 9/9-9/11/2024 | 300 |
| Land Commissioner Land Auction | 9/12/2024 | 250 |
| ABA Ladies Retreat | 9/13-9/14/2024 | 1,900 |
| Rental Concepts Managers Meeting | 9/16/2024 | 110 |
| ARMGMA Fall Meeting | 9/17/2024 | 220 |
| ADE- John Hopkins Boundless Learning | 9/18-9/19/2024 | 150 |
| ADE- SPED Novak Kick-off | 9/19/2024 | 160 |
| Ausum Autism Conference | 9/21/2024 | 100 |
| FEW Salutes Women in the Military | 9/21/2024 | 300 |
| ADE- ACC Conference | 9/22-9/24/2024 | 225 |
| AAEA- ArkASPA Conference | 9/24/2024 | 120 |
| CHI/STVI Service Awards | 9/25/2024 | 350 |
| AR Village Quilt Show | 9/26-28/2024 | 940 |
| Future Builders RSVP Volunteer Lunch | 10/1/2024 | 120 |
| AAEA- AAGEA Conference | 10/2-10/3/2024 | 250 |
| Saline County Gun & Knife Show | 10/4-10/6/2024 | 1200 |
| Burlesworth Legends Dinner | 10/8/2024 | 420 |

of Events: 17

TOTAL: 7,115

TOTAL: 953,255

AAA Staff

LANCE W TAYLOR
Executive Director

JOEY WALTERS
Deputy Executive Director

NICK LASKER
Associate Executive Director

DON BRODELL
Associate Executive Director

STEVE ROBERTS
Associate Executive Director

DEREK WALTER
Assistant Executive Director

AMBER L BALBOA
Assistant Executive Director

Board of Directors

JOHN WARD
President
Magnolia

STEVE STRAESSLE
1st Vice President
Little Rock Catholic

BRYAN RUSSELL
2nd Vice President
Valley View

KELVIN HUDSON
Secretary
Flippin

BILLY ADAMS
Treasurer
Lakeside Lake Village

JOHN L COLBERT
Parliamentarian
Fayetteville

JARED CLEVELAND
Springdale

SCOTT EMBREY
Beebe

JON ESTES
Palestine-Wheatley

JIM FORD
Ozark

BRIAN GOLDEN
Malvern

SHAWN HALBROOK
Morriston

KEVIN HESSLEN
Greenwood

BRENT HOWARD
Mountain View

RONNIE KISSIRE
Poyen

JEREMY MANGRUM
Elkins

ROBERT POOLE
Prescott

JEFF PRIEST
Riverside

KIM WILBANKS
Jonesboro

GARY WILLIAMS
Crossett



May 23, 2022

Dr. Kim Anderson, Superintendent
Mr. Scott Neathery, Athletic Director
Benton High School
211 North Border
Benton, AR 72015

Dear Dr. Anderson & Mr. Neathery:

On behalf of the Arkansas Activities Association, I want to thank you for helping to make this year's Weekend of Champions a huge success!

The tournament ran smoothly and fans seemed to enjoy themselves. We received excellent feedback from the fans, administrators, coaches, and athletes. The Weekend of Champions is a huge event, and it would not be possible without the assistance of countless people from Benton who helped prepare ahead of time, worked during the tournament, and cleaned up afterwards. It is truly a community event from the committee planning it down to the people working the events. Thank you both for helping to make the tournament possible!

Please share any thoughts you have for us to make the event better. I am interested in hearing about anything the AAA staff can do to improve the event and assist the Benton School District.

Sincerely,

Lance W. Taylor
Executive Director





*Athletic Department
Scott Neathery, Athletic Director
Benton School District
P.O. Box 939
Benton, AR 72018
(501) 776-5718 * Fax (501) 776-5777*

WOC Expense Report 2022

| | |
|--|----------------------------|
| Total Revenue- | \$78,974 |
| AAA Share 75%- | \$59,230.50 |
| Benton Share 25%- | \$19,743.50 |
| Benton Booster Concessions- | NA |
| Benton Expenses- | |
| Gate Workers- | \$2599 |
| Security- | \$4200 |
| Maintenance/Overtime- | NA |
| Electrical hookup- | \$10,000 |
| Misc. Expenses- | \$5,000-\$15,000 |
| <i>Signage</i> | |
| <i>Cleaning</i> | |
| <i>Pressure Wash</i> | |
| <i>Misc. Repair (backstop, netting, dugout, etc..)</i> | |
| <i>Etc...</i> | |
| 2023 Winning Bid- | 95% |
| Conway Share 5%- | \$3948 (<i>estimate</i>) |

EXPIRATION OF TWO COMMISSIONER TERMS

Expires October 10, 2024

Restaurant / Hospitality Position – New Term Ends October 10, 2028

- Candidate: Luke Moody

At Large Position – New Term Ends October 10, 2028

- Candidates:
 - Bill Eldridge
 - Michael Hyde