

Benton Advertising & Promotion Commission

Agenda

January 8, 2025

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 December 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

- A. AFC (Arkansas Football Club) Benton – 2nd Reading and Vote
- B. Saline County Fair Association – 1st Reading

VII. Report from Benton Event Center – Nikki Chumley

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

IX. Old Business

- A. A&P Marketing Committee – Steve Brown
- B. 2025 Budget Committee Meeting January 16 at 9:00 am – Bill Eldridge

X. New Business

Next Meeting Date – February 12

XI. Other Business

XII. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
December 11, 2024

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on December 11, 2024, at 3:30 pm at the Benton Municipal Complex in Council Chambers.

II. ROLL CALL

Commissioners in attendance include: Bill Eldridge, Steve Brown, Alison Burch, Frank Baptist, Luke Moody, Elgin Hamner and Greg Shinn. No absences.

III. MINUTES

Frank Baptist made a motion to approve the minutes of the November 20, 2024 meeting. Luke Moody 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 November 30, 2024:

| | |
|--------------------------------|---------------------|
| Bank OZK – Focus Group Project | \$627,963.56 |
| Bank OZK – A&P | \$131,401.73 |
| Bank OZK – Event Center | \$458,402.91 |
| Bank OZK – Savings | <u>\$393,587.74</u> |
| Total Checking/Savings | \$1,611,355.94 |

There is a liability of \$693.00 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 November 2024 total income of \$17,802.07 and total expenses of \$12,285.22 resulting in net income of \$5,516.85. For the year to date as of November 2024 total income of \$200,072.20, total operating expenses of \$164,511.05 resulting in net income of \$35,561.15.

Event Center profit and loss statement: for the month of November 2024 total income of \$59,463.09, total operating expenses of \$40,559.53 resulting in net income of \$18,903.56. For the year to date as of November 2024 total income of \$666,761.14, total operating expenses of \$462,598.57 and capital expenditures of \$63,061.17 resulting in net income of \$141,101.40.

Focus Group profit and loss statement: for the month of November 2024 total income of \$19,278.37 and total expenses of \$0 resulting in net income of \$19,278.37. For the year to date as of November 2024 total income of \$215,171.16 and total expenses of \$0 resulting in net income of \$215,171.16.

B. Bank Balances and Collections Report

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

| | Statement Balance | Prev. Month's Balance |
|--|-----------------------|--------------------------|
| A&P Collections General | \$5,615.94 | \$8,873.72 |
| Bond Account | Closed | Closed |
| A&P Large Project Checking | \$2,435,753.07 | \$2,341,480.52 |
| A&P Small Project Checking | \$1,218,458.06 | \$1,180,014.10 |
| A&P General Operating Checking | \$133,713.72 | \$133,788.70 |
| Benton Focus Group Checking | \$627,963.56 | \$608,685.19 |
| Benton Event Center Gen Operating Checking | \$458,402.91 | \$441,687.80 |
| Benton Event Center Savings | <u>\$393,587.74</u> | \$392,403.01 |
| | \$5,273,495.00 | |

V. ADMINISTRATIVE

Collections received in the month of November 2024 were \$178,615.15 which is 0.21% more than November 2023. There are 32 delinquencies for the month. Most of them are food trucks along with pop-ups from Old Fashioned Day. Below are the amounts collected in October of this year along with November of the previous five years:

| | |
|----------------------------|--------------|
| November 2024 Collections: | \$178,615.15 |
| November 2023 Collections: | \$178,235.97 |
| November 2022 Collections: | \$154,044.55 |
| November 2021 Collections: | \$141,463.51 |
| November 2020 Collections: | \$129,755.98 |
| November 2019 Collections: | \$119,762.25 |

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

VI. FUNDING REQUESTS

AFC Benton – 1st Reading – Bill Eldridge recognized Chip Bosley. Chip thanked the commission for the opportunity and explained that the AFC Benton soccer club began ten years ago and has grown to 20 teams, including competitive level teams and has approximately 300 players. Chip explained that the club would like to renovate land owned by the City of Benton next to Sunset Lake and Bernard Holland for three soccer fields that would be maintained by the city's parks department and continue to be

owned by the City. Chip introduced Dan Wilson who provided that both he and Chip are volunteers with the club. Dan explained that the club currently has no permanent fields but they practice and play on whatever fields are available in the area. Chip explained that the estimated cost of the project is \$255,240 and the club is seeking donations. Once the soccer complex that the commission has discussed building at exit 114 is completed, these soccer fields would become pickleball fields.

Mayor Tom Farmer said he believes having these three soccer fields would be beneficial to area businesses because of the large number of people who would be coming for games and tournaments and then would visit local businesses. Bill Eldridge thanked Chip and Dan for the information and told them the commission would vote at its January meeting.

VII. REPORT FROM BENTON EVENT CENTER

Nikki Chumley reported about 12 events in the building from November 21 to December 11, including JA's bingo, the AR Opioid Recovery Partners meeting, Benton Chamber's luncheon, the Duck Duck Goose consignment sale, and several birthday and Christmas parties. She's already receiving down payments for 2026 reservations.

VIII. REPORT ON THE DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported that final permits from the Corps of Engineers are still pending.

IX. OLD BUSINESS

A&P Marketing Committee – Steve Brown said the marketing committee met this week with representatives from The Sells Agency to review the status of the new website. He recognized Drew Finkbeiner, John Hodges and Thad James from The Sells Agency who thanked the commission for the opportunity to provide an update. John and Thad explained that they are working on the brand identity for the website, collecting pictures and videos, and getting feedback from the committee. During the process of creating the website, the committee will be able to see the test site in real time and give feedback. They showed a video they created from the Christmas parade and lighting of the Christmas tree.

X. NEW BUSINESS

A. 2025 Budget Committee – The 2025 budget committee will consist of Bill Eldridge, Jordan Woolbright, Mandy Spicer, Nikki Chumley, Amy McCormick, Gary James and Luke Moody.


B. The next meeting of the A&P Commission will be January 15, 2025.

XI. OTHER BUSINESS

None

XII. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Frank Baptist seconded. Motion carried. The meeting was adjourned at 4:01 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 December 31, 2024

| | <u>Dec 31, 24</u> |
|--|----------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bank OZK - Focus Group Project | 647,845.75 |
| Bank OZK - A&P | 137,242.80 |
| Bank OZK - Event Center | 456,070.48 |
| Bank OZK - Savings | 394,898.98 |
| Total Checking/Savings | <u>1,636,058.01</u> |
| Total Current Assets | <u>1,636,058.01</u> |
| TOTAL ASSETS | <u><u>1,636,058.01</u></u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| Sales Tax Payable | 2,386.25 |
| Total Other Current Liabilities | <u>2,386.25</u> |
| Total Current Liabilities | <u>2,386.25</u> |
| Total Liabilities | <u>2,386.25</u> |
| Equity | |
| Retained Earnings | 1,218,829.23 |
| Net Income | 414,842.53 |
| Total Equity | <u>1,633,671.76</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>1,636,058.01</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
December 2024

| | <u>Dec 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|------------------------|------------------------|------------------------|-----------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 415.81 | 250.00 | 165.81 | 166.32% |
| Sales Tax Revenue | 17,788.27 | 16,615.96 | 1,172.31 | 107.06% |
| Total Income | <u>18,204.08</u> | <u>16,865.96</u> | <u>1,338.12</u> | <u>107.93%</u> |
| Gross Profit | 18,204.08 | 16,865.96 | 1,338.12 | 107.93% |
| Expense | | | | |
| Accounting Services | 500.00 | 550.00 | (50.00) | 90.91% |
| Advertising Expense | 695.50 | 420.00 | 275.50 | 165.6% |
| Comp. for Commissioners | 600.00 | 750.00 | (150.00) | 80.0% |
| Funding | 2,709.18 | 4,166.66 | (1,457.48) | 65.02% |
| Legal Counsel | 1,200.00 | 1,200.00 | 0.00 | 100.0% |
| Repairs & Maintenance | 0.00 | 750.00 | (750.00) | 0.0% |
| Service Agreement | 6,658.33 | 6,658.33 | 0.00 | 100.0% |
| Total Expense | <u>12,363.01</u> | <u>14,494.99</u> | <u>(2,131.98)</u> | <u>85.29%</u> |
| Net Ordinary Income | <u>5,841.07</u> | <u>2,370.97</u> | <u>3,470.10</u> | <u>246.36%</u> |
| Net Income | <u><u>5,841.07</u></u> | <u><u>2,370.97</u></u> | <u><u>3,470.10</u></u> | <u><u>246.36%</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 December 2024

| | <u>Jan - Dec 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|---------------------|-------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 4,908.49 | 3,000.00 | 1,908.49 | 163.62% |
| Sales Tax Revenue | 213,367.79 | 207,352.38 | 6,015.41 | 102.9% |
| Total Income | <u>218,276.28</u> | <u>210,352.38</u> | <u>7,923.90</u> | <u>103.77%</u> |
| Gross Profit | 218,276.28 | 210,352.38 | 7,923.90 | 103.77% |
| Expense | | | | |
| Accounting Services | 6,215.00 | 6,600.00 | (385.00) | 94.17% |
| Advertising Expense | 5,094.18 | 5,040.00 | 54.18 | 101.08% |
| Comp. for Commissioners | 7,500.00 | 9,000.00 | (1,500.00) | 83.33% |
| Funding | 44,456.09 | 50,000.00 | (5,543.91) | 88.91% |
| Legal Counsel | 14,400.00 | 14,400.00 | 0.00 | 100.0% |
| Meals & Entertainment | 65.83 | 0.00 | 65.83 | 100.0% |
| Postage | 65.66 | 160.00 | (94.34) | 41.04% |
| Repairs & Maintenance | 19,177.34 | 3,000.00 | 16,177.34 | 639.25% |
| Service Agreement | 79,899.96 | 79,899.96 | 0.00 | 100.0% |
| Total Expense | <u>176,874.06</u> | <u>168,099.96</u> | <u>8,774.10</u> | <u>105.22%</u> |
| Net Ordinary Income | <u>41,402.22</u> | <u>42,252.42</u> | <u>(850.20)</u> | <u>97.99%</u> |
| Net Income | <u>41,402.22</u> | <u>42,252.42</u> | <u>(850.20)</u> | <u>97.99%</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
December 2024

| | <u>Dec 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|-------------------|--------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 2,765.87 | 2,300.00 | 465.87 | 120.26% |
| Sales-Revenue | | | | |
| Alcohol Sales-Beer/Wine | 9,814.85 | 4,449.83 | 5,365.02 | 220.57% |
| Alcohol Sales-Mixed Drinks | 3,342.45 | 1,592.50 | 1,749.95 | 209.89% |
| Sales-Revenue - Other | 29,214.54 | 27,673.00 | 1,541.54 | 105.57% |
| Total Sales-Revenue | <u>42,371.84</u> | <u>33,715.33</u> | <u>8,656.51</u> | <u>125.68%</u> |
| Sales Tax Revenue | 17,788.27 | 16,615.96 | 1,172.31 | 107.06% |
| Total Income | <u>62,925.98</u> | <u>52,631.29</u> | <u>10,294.69</u> | <u>119.56%</u> |
| Gross Profit | 62,925.98 | 52,631.29 | 10,294.69 | 119.56% |
| Expense | | | | |
| Advertising Expense | 1,000.00 | 0.00 | 1,000.00 | 100.0% |
| Alcohol Expense | 223.48 | 178.99 | 44.49 | 124.86% |
| Bank Service Fees | 867.10 | 407.79 | 459.31 | 212.63% |
| Building Alarm System | 147.61 | 147.61 | 0.00 | 100.0% |
| Cable TV | 186.35 | 184.22 | 2.13 | 101.16% |
| Cleaning Service | 1,180.71 | 1,441.00 | (260.29) | 81.94% |
| Contract Labor | 2,825.00 | 2,184.50 | 640.50 | 129.32% |
| Dues & Memberships | 0.00 | 150.00 | (150.00) | 0.0% |
| Health Insurance | 1,213.43 | 1,213.43 | 0.00 | 100.0% |
| Insurance | 26,298.13 | 21,604.14 | 4,693.99 | 121.73% |
| Internet | 323.95 | 333.45 | (9.50) | 97.15% |
| Labor Expenses | 18,054.68 | 18,082.52 | (27.84) | 99.85% |
| Laundry Expense | 2,748.45 | 886.95 | 1,861.50 | 309.88% |
| Office Expense | 257.37 | 371.32 | (113.95) | 69.31% |
| Pest Control Expense | 131.26 | 65.63 | 65.63 | 200.0% |
| Repairs & Maintenance | 814.85 | 9,700.00 | (8,885.15) | 8.4% |
| Supplies | 2,590.64 | 607.44 | 1,983.20 | 426.49% |
| Telephone Expense | 23.30 | 168.80 | (145.50) | 13.8% |
| Trash Pickup | 557.92 | 1,399.06 | (841.14) | 39.88% |
| Utilities | 6,126.24 | 6,797.53 | (671.29) | 90.13% |
| Website | 69.95 | 59.95 | 10.00 | 116.68% |
| Total Expense | <u>65,640.42</u> | <u>65,984.33</u> | <u>(343.91)</u> | <u>99.48%</u> |
| Net Ordinary Income | <u>(2,714.44)</u> | <u>(13,353.04)</u> | <u>10,638.60</u> | <u>20.33%</u> |
| Net Income | <u>(2,714.44)</u> | <u>(13,353.04)</u> | <u>10,638.60</u> | <u>20.33%</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
January through December 2024

| | Jan - Dec 24 | Budget | \$ Over Budget | % of Budget |
|--------------------------------|--------------------|--------------------|--------------------|----------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 32,705.30 | 27,600.00 | 5,105.30 | 118.5% |
| Sales-Revenue | | | | |
| Alcohol Sales-Beer/Wine | 16,949.86 | 12,660.40 | 4,289.46 | 133.88% |
| Alcohol Sales-Mixed Drinks | 6,305.31 | 4,172.02 | 2,133.29 | 151.13% |
| Refunds/Returns | (1,153.00) | 0.00 | (1,153.00) | 100.0% |
| Sales-Revenue - Other | 461,511.86 | 478,114.00 | (16,602.14) | 96.53% |
| Total Sales-Revenue | <u>483,614.03</u> | <u>494,946.42</u> | <u>(11,332.39)</u> | <u>97.71%</u> |
| Sales Tax Revenue | 213,367.79 | 207,352.38 | 6,015.41 | 102.9% |
| Total Income | <u>729,687.12</u> | <u>729,898.80</u> | <u>(211.68)</u> | <u>99.97%</u> |
| Gross Profit | 729,687.12 | 729,898.80 | (211.68) | 99.97% |
| Expense | | | | |
| Advertising Expense | 3,000.00 | 2,186.50 | 813.50 | 137.21% |
| Alcohol Expense | 3,969.05 | 5,249.93 | (1,280.88) | 75.6% |
| Alcohol Permit Expense | 3,576.00 | 3,500.00 | 76.00 | 102.17% |
| Bank Service Fees | 6,810.89 | 7,660.76 | (849.87) | 88.91% |
| Building Alarm System | 7,495.75 | 2,421.32 | 5,074.43 | 309.57% |
| Cable TV | 2,231.94 | 2,210.64 | 21.30 | 100.96% |
| Cleaning Service | 15,014.22 | 17,292.00 | (2,277.78) | 86.83% |
| Contract Labor | 41,048.90 | 45,800.40 | (4,751.50) | 89.63% |
| Dues & Memberships | 279.95 | 475.00 | (195.05) | 58.94% |
| Health Insurance | 14,197.13 | 14,197.14 | (0.01) | 100.0% |
| Insurance | 26,298.13 | 21,604.14 | 4,693.99 | 121.73% |
| Internet | 3,924.55 | 4,001.40 | (76.85) | 98.08% |
| Labor Expenses | 178,691.47 | 179,246.49 | (555.02) | 99.69% |
| Laundry Expense | 21,582.45 | 19,030.65 | 2,551.80 | 113.41% |
| Linen & Supplies | 1,691.23 | 1,217.00 | 474.23 | 138.97% |
| Mileage Reimbursement | 157.05 | 366.28 | (209.23) | 42.88% |
| Office Expense | 4,530.54 | 5,082.84 | (552.30) | 89.13% |
| Pest Control Expense | 1,061.00 | 1,334.44 | (273.44) | 79.51% |
| Repairs & Maintenance | 93,228.16 | 69,530.64 | 23,697.52 | 134.08% |
| Supplies | 18,164.60 | 19,862.48 | (1,697.88) | 91.45% |
| Telephone Expense | 1,357.16 | 2,104.34 | (747.18) | 64.49% |
| Trash Pickup | 4,377.89 | 5,662.04 | (1,284.15) | 77.32% |
| Utilities | 74,781.58 | 72,173.73 | 2,607.85 | 103.61% |
| Website | 769.35 | 759.35 | 10.00 | 101.32% |
| Total Expense | <u>528,238.99</u> | <u>502,969.51</u> | <u>25,269.48</u> | <u>105.02%</u> |
| Net Ordinary Income | 201,448.13 | 226,929.29 | (25,481.16) | 88.77% |
| 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>138,386.96</u> | <u>133,570.78</u> | <u>4,816.18</u> | <u>103.61%</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
December 2024

| | <u>Dec 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|-------------------------|-------------------------|------------------------|----------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 2,093.92 | 1,200.00 | 893.92 | 174.49% |
| Sales Tax Revenue | 17,788.27 | 16,615.96 | 1,172.31 | 107.06% |
| Total Income | <u>19,882.19</u> | <u>17,815.96</u> | <u>2,066.23</u> | <u>111.6%</u> |
| Gross Profit | <u>19,882.19</u> | <u>17,815.96</u> | <u>2,066.23</u> | <u>111.6%</u> |
| Net Ordinary Income | <u>19,882.19</u> | <u>17,815.96</u> | <u>2,066.23</u> | <u>111.6%</u> |
| Net Income | <u><u>19,882.19</u></u> | <u><u>17,815.96</u></u> | <u><u>2,066.23</u></u> | <u><u>111.6%</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 December 2024

| | <u>Jan - Dec 24</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--------------------------------|--------------------------|--------------------------|-------------------------|----------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Interest | 21,685.56 | 14,400.00 | 7,285.56 | 150.59% |
| Sales Tax Revenue | 213,367.79 | 207,352.38 | 6,015.41 | 102.9% |
| Total Income | <u>235,053.35</u> | <u>221,752.38</u> | <u>13,300.97</u> | <u>106.0%</u> |
| Gross Profit | <u>235,053.35</u> | <u>221,752.38</u> | <u>13,300.97</u> | <u>106.0%</u> |
| Net Ordinary Income | <u>235,053.35</u> | <u>221,752.38</u> | <u>13,300.97</u> | <u>106.0%</u> |
| Net Income | <u><u>235,053.35</u></u> | <u><u>221,752.38</u></u> | <u><u>13,300.97</u></u> | <u><u>106.0%</u></u> |

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton Advertising & Promotion Commission Bank Account Balances
December 31, 2024

| Account Name | | Acct # | Statement Balance | Previous Month's Balance |
|---|-----|---------|----------------------|-----------------------------------|
| Cash Accounts: | | | | |
| A&P Collections General | | ***1584 | 5,249.24 | 5,615.94 |
| Bond Account | | ***1592 | CLOSED | CLOSED |
| | | | | 0.00 |
| A&P Large Project Checking | 50% | ***0318 | 2,530,413.15 | 2,435,753.07 |
| A&P Small Project Checking | 20% | ***0348 | 1,257,128.75 | 1,218,458.06 |
| A&P General Op Checking | 10% | ***3297 | 137,965.39 | 133,713.72 |
| Benton Focus Group Checking | 10% | ***2274 | 647,845.75 | 627,963.56 |
| | | | | 0.00 |
| Benton Event Center General Op Checking | 10% | ***2640 | 454,274.77 | 458,402.91 |
| Benton Event Center Savings | | ***9832 | 394,898.98 | 393,587.74 |
| TOTAL OPERATING CASH & INVESTMENTS | | | | <u><u>5,427,776.03</u></u> |

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

| | DEC | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUGUST | SEPT | OCT | NOV | TOTAL |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| RESTAURANTS: | | | | | | | | | | | | | |
| TOTAL RESTAURANTS | 156,084.58 | 132,423.63 | 141,715.07 | 172,039.72 | 158,823.68 | 158,779.35 | 162,675.60 | 150,202.56 | 148,178.25 | 152,283.25 | 147,562.27 | 152,279.18 | 1,833,047.14 |
| # of Businesses | 82 | 82 | 85 | 86 | 84 | 78 | 83 | 80 | 80 | 79 | 85 | 83 | |
| 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 | 692.21 | 935.44 | 775.86 | 9,536.79 |
| # of Businesses | 20 | 13 | 16 | 16 | 19 | 24 | 23 | 26 | 21 | 18 | 22 | 15 | |
| 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 | 4,628.29 | 5,273.33 | 4,079.50 | 63,891.91 |
| # of Businesses | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 10 | 10 | 9 | 10 | |
| CONVENIENCE STORE: | | | | | | | | | | | | | |
| TOTAL C-STORE | 3,450.15 | 3,223.99 | 2,264.79 | 3,213.69 | 2,695.65 | 2,308.34 | 2,880.06 | 3,183.38 | 2,220.02 | 3,453.80 | 2,234.98 | 3,821.40 | 34,950.25 |
| # of Businesses | 23 | 21 | 19 | 21 | 21 | 20 | 20 | 16 | 15 | 19 | 17 | 21 | |
| OTHER: | | | | | | | | | | | | | |
| TOTAL OTHER | 12,979.78 | 9,351.77 | 11,053.70 | 13,601.26 | 11,373.45 | 12,911.59 | 14,045.31 | 14,362.39 | 13,495.66 | 11,507.85 | 12,448.73 | 13,334.80 | 150,279.72 |
| # of Businesses | 18 | 14 | 16 | 18 | 16 | 16 | 19 | 16 | 18 | 17 | 16 | 14 | |
| 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 | 3,251.25 | 2,220.62 | 3,277.73 | 40,692.53 |
| # of Businesses | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 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 | 175,816.65 | 170,675.37 | 177,568.47 | 2,132,398.34 |
| 2023 Collections | 155,553.56 | 167,462.05 | 153,767.56 | 174,446.63 | 167,841.35 | 186,089.97 | 164,103.87 | 187,330.46 | 173,416.93 | 161,766.76 | 178,235.97 | 163,482.66 | 2,033,497.77 |
| 2022 Collections | 154,095.92 | 129,638.16 | 127,930.49 | 158,659.20 | 156,810.34 | 168,019.16 | 154,468.26 | 170,989.88 | 155,200.96 | 158,573.06 | 154,044.55 | 148,725.26 | 1,837,155.24 |
| 2021 Collections | 136,911.96 | 109,322.08 | 114,271.51 | 150,715.18 | 147,830.27 | 152,994.36 | 148,740.03 | 160,523.11 | 143,658.46 | 131,394.46 | 141,463.51 | 135,536.13 | 1,673,361.06 |
| 2020 Collections | 127,256.22 | 117,613.40 | 111,444.38 | 105,889.39 | 97,678.07 | 123,024.71 | 115,292.01 | 134,831.92 | 126,876.64 | 119,983.38 | 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% | 8.69% | -4.24% | 8.62% | |

Benton Event Center-Event Report

December 12, 2024 to January 7, 2025

October 1, 2013 to December 11, 2024

973,590

| | Date(s) | # of Attendees |
|-----------------------------------|------------------|-----------------------|
| ICF Entergy Solutions | 12/11/2024 | 110 |
| ACDI Christmas Party | 12/11/2024 | 75 |
| AG Officer of the Year | 12/12/2024 | 515 |
| Middleton Christmas Party | 12/13/2024 | 250 |
| Campbell Automotive Holiday Party | 12/14/2024 | 900 |
| CHI/STVI LDI | 12/17-12/18/2024 | 250 |
| Saline County Gun & Knife Show | 12/20-12/21/2024 | 1900 |
| Chamber Bingo | 12/30/2024 | 950 |
| Toler Rehearsal Dinner | 12/3/2025 | 60 |
| Teen Dance | 12/4/2025 | 300 |

of Events: 10

TOTAL: 5,310

TOTAL: 978,900