

**Fayetteville Advertising and Promotion  
Commission**

**October 15, 2018 2:00 p.m.**

Location: Experience Fayetteville, 21 S Block Ave, Fayetteville, AR.

Commissioners: Matthew Petty, Chairman; Matt Behrend; Adella Gray; Ching Mong;  
Robert Rhoads; Chrissy Sanderson; Todd Martin

Staff: Molly Rawn, Executive Director

**Agenda**

I. Call to order at 2:00 p.m.

II. Old Business

A. Approval of August 2018 minutes

III. New Business

A. Executive Director's Report. Includes facilities/construction update for:

1. Walker Stone House
2. Town Center Plaza
3. Clinton House Museum

B. HMR and financial report

C. Marketing update- Hazel Hernandez, Director of Marketing and Communications.

D. Strategic Plan updates

IV. Agenda Additions. *Additions to the agenda may be added upon request from a majority of commissioners*

# **Fayetteville Advertising and Promotion Commission**

Minutes from August 2018 Meeting

August 20, 2018

Commissioners Present: Matthew Petty, Chair; Matt Behrend; Adella Gray; Robert Rhoads; Ching Mong; Todd Martin

Commissioners Absent: Chrissy Sanderson

Staff Present: Molly Rawn, Sally Fisher, Hazel Hernandez

## **I. Call to Order**

Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on August 20, 2018, at 2:00 p.m.

## **II. Old Business**

- A. Chairman Petty asked for approval of the July 2018 minutes. Commissioner Robert Rhoads moved to accept the minutes as presented. His motion was seconded by Commissioner Matt Behrend. The motion was approved.

## **III. New Business**

### **A. Executive Director's Report**

1. Executive Director Rawn presented the HMR Tax collections.
2. ED Rawn noted that the Town Center has launched its new website.
3. ED Rawn said that we are working on revamping the Ale Trail website. That will give the Commission a total of four websites, strategically scaled down from seven when Rawn restructured.
4. We have designed new Razorback and Holiday light pole banners for Dickson Street and School Avenue. Rawn noted the existing banners were several years old and in need of an update.
5. ED Rawn presented the new format for the Balance Sheet and Income Statement.
6. Relative to banners, Commissioner Rhoads noted that the back of the Walton Arts Center would be a good place for a mural, banner, or other artistic installation. ED Rawn will contact the WAC to see if they are interested in such a project.

### **B. Marketing Update**

Hazel Hernandez presented the marketing statistics, noting that overall users and sessions are up over this time last year. Hernandez also stated that web traffic in July was higher in central

Arkansas. She noted we are increasing our efforts to market to a Hispanic audience. One example is the Spanish language radio ads for First Thursday.

**C. Clinton House Museum presentation**

1. Clinton House Museum Director, Angie Albright presented a slide show of what has been happening at the museum.
2. The original hardwood floors have been refinished, thanks to a grant from the Arkansas Heritage Foundation.
3. The CHM has increased its advertising and was featured in nationally released Hillary Rodham Clinton documentary titled *To All the Little Girls*.
4. Of the visitors to the museum, 75% are from outside the state of Arkansas.

**IV.** The commissioners and meeting attendees were invited to participate in a brief tour of the new meeting space at Fayetteville Town Center immediately following the A&P meeting. It was noted that the proposed doors from the meeting rooms to the exterior terrace are to be installed in a couple of weeks.

Chairman Petty adjourned the meeting at 2:29 p.m.; the tour occurred post-meeting.

Respectfully submitted,  
Sally Fisher, Finance Director

### August Activity

**\$43,901 + \$246,981**

Lodging

Restaurant

**\$6,868**

Prior Dues Collected

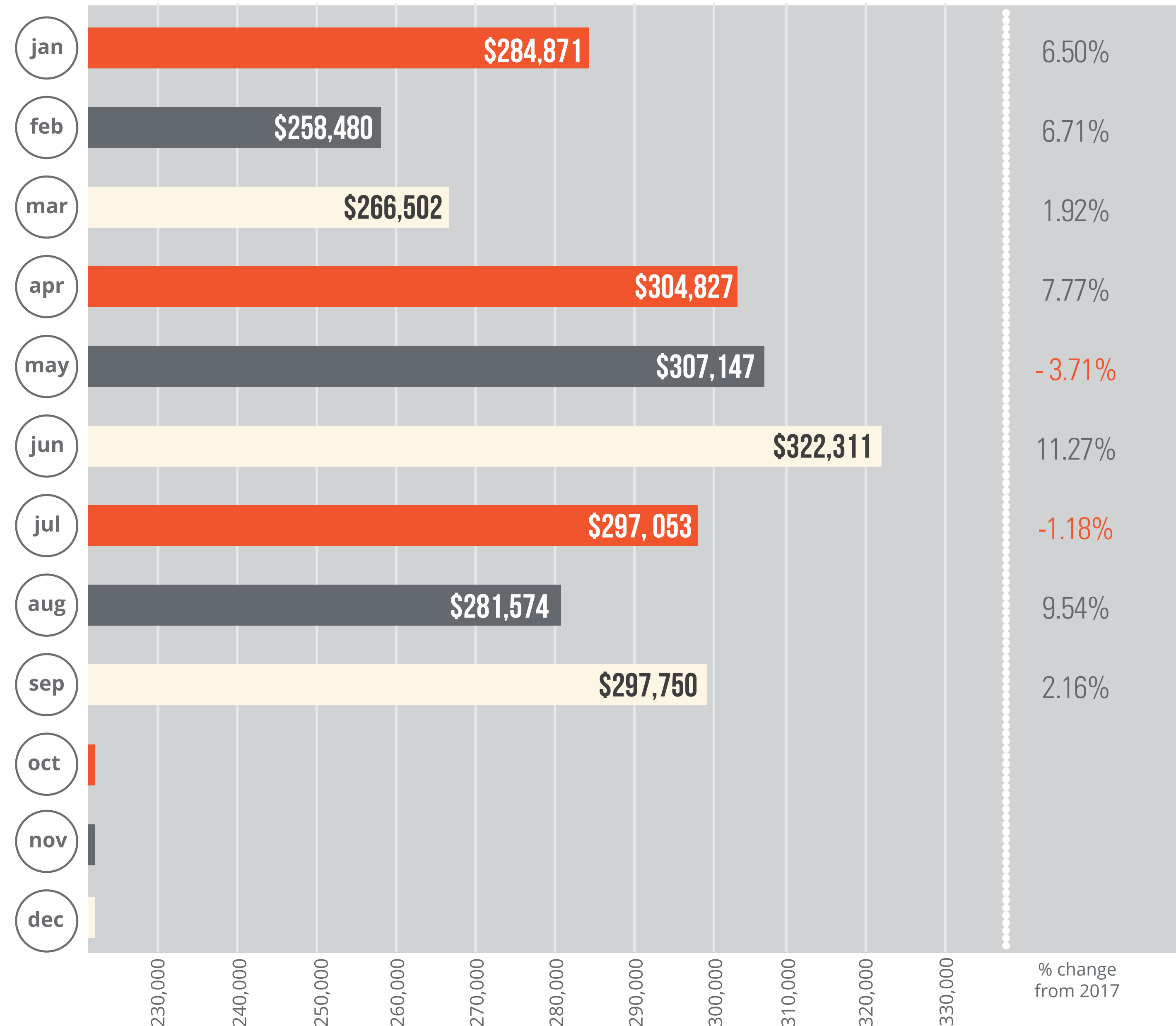
**\$297,750**

Total HMR Collected

### Previous YTD (Jan-Sep) HMR Tax Collection Totals

2014	2015	2016	2017	2018
\$2,009,638	\$2,230,875	\$2,411,942	\$2,511,806	<b>\$2,620,515</b>
3.10%	11.01%	8.12%	4.14%	<b>4.33%</b>
% change over previous year				

### Monthly A&P Tax Collections 2018\*\*



\*\* This represents one half of the total HMR collections. The other half supports the Parks and Recreation department.



# Fayetteville A&P Commission

## Balance Sheet

As of September 30, 2018

### ASSETS

#### Current Assets

Cash	813,746.13
Investments	898,456.33
Accounts Receivable	401,800.42
Prepays and Deposits	37,607.10
Merchandise Inventory	<u>16,026.31</u>

**Total Current Assets** 2,167,636.29

#### Other Assets

Building, Land and Capital Improvements	<u>2,257,039.41</u>
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**TOTAL ASSETS** 4,424,675.70

### LIABILITIES AND EQUITY

**Liabilities** 271,736.49

#### Equity

Fund Balance	4,536,892.22
Net Revenue	<u>(383,953.01)</u>

**Total Equity** 4,152,939.21

**TOTAL LIABILITIES AND EQUITY** 4,424,675.70

Fayetteville A&P Commission  
Income Statement - Consolidated  
Year Ending September 30, 2018

	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue	2,620,479.91	3,501,655	(881,175.09)	25.16%
Rental Revenue	535,109.25	769,500	(234,390.75)	30.46%
Event Revenue	19,184.18	17,600	1,584.18	-9.00%
Clinton House Museum Revenue	10,774.38	29,000	(18,225.62)	62.85%
Visitor Center Store Revenue	19,418.73	18,000	1,418.73	-7.88%
Parking Revenue	17,450.05	25,500	(8,049.95)	31.57%
Advertising Revenue	3,000.00	24,500	(21,500.00)	87.76%
Other Revenue	239.91	0	239.91	100.00%
Interest and Investment Revenue	13,238.68	12,967	271.68	-2.10%
Total Revenue	3,238,895.09	4,398,722	(1,159,826.91)	26.37%
Expenses				
Rental Expenses	89,259.05	94,500	(5,240.95)	5.55%
Event Expenses	69,525.18	59,500	10,025.18	-16.85%
Clinton House Museum	33,781.48	37,000	(3,218.52)	8.70%
Visitor Center Store	11,969.59	22,500	(10,530.41)	46.80%
Marketing Expenses	811,780.89	1,003,095	(191,314.11)	19.07%
Payroll	880,762.22	1,116,832	(236,069.78)	21.14%
Facilities	857,929.01	1,089,000.00	(231,070.99)	21.22%
Office and Administrative Expenses	767,271.35	976,295	(209,023.65)	21.41%
Total Operating Expenses	3,522,278.77	4,398,722	(883,607.94)	19.92%
Net Income/(Loss) Before Other Revenue and Expenses	(283,383.68)	0	(276,218.97)	
Other Expenses				
Depreciation Expense	100,569.33	0	100,569.33	100.00%
Net Income/(Loss)	(383,953.01)	0	(376,788.30)	
Changes to Assets and Capital Improvements				
Major Capital Purchases	80,074.78	0	80,074.78	
Net Change	(464,027.79)		(456,863.08)	

# MARKETING REVIEW

JAN-SEPT. 2017 **VS**  
JAN-SEPT. 2018

Overall Users:

165,395 **VS** 213,898 **+29%**

Overall Sessions:

183,635 **VS** 263,505: **+43%**

Organic Search:

73,560 **VS** 71,553: **+8%**

Social Media Traffic:

4,585 **VS** 10,682: **+133%**

Online Guide Requests:

4,298 **VS** 4,440: **+3%**

# TOP STATES FOR WEB TRAFFIC

## SEPT. 2018

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**Arkansas:** 38%

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**Texas:** 22%

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**Oklahoma:** 9%

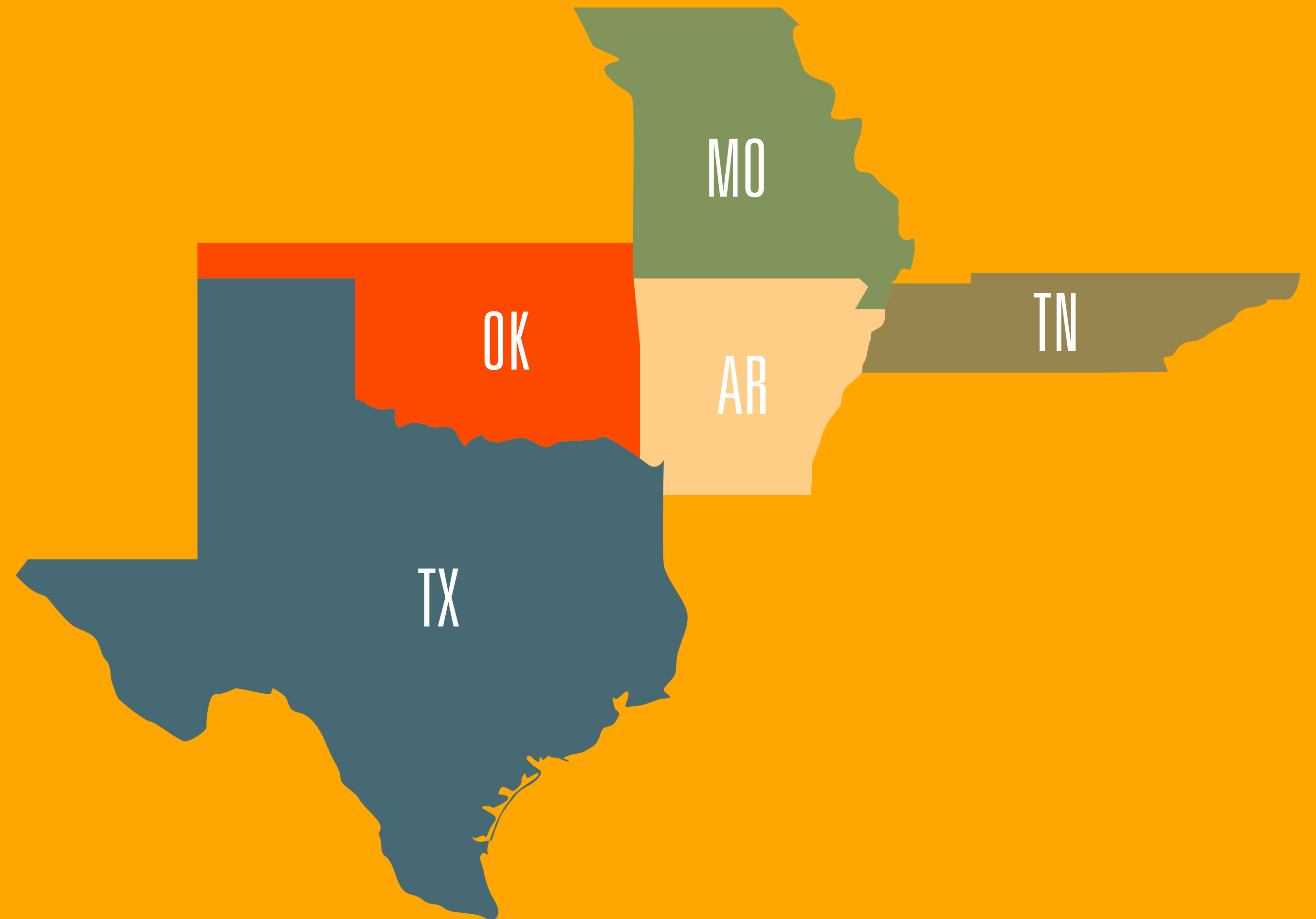
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**Missouri:** 5%

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**Tennessee:** 4%

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# % OF ONLINE VISITOR GUIDE REQUESTS SEPT. 2018

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Texas	(29%)
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Arkansas	(28%)
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Missouri	(11%)
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Oklahoma	(7%)
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Tennessee	(5%)
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# SPRING PRE-ROLL DFW, OKC, TUL, LR 9/24 - 10/21

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SEPT. 24-30

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Pre-roll Impressions: **874,605**

Pre-roll Clicks: **1,153**

Pre-roll CTR: **0.13%**

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Static Impressions: **1,219,181**

Static Clicks: **1,214**

Static CTR: **0.09%**

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Retargeting Impressions: **31,664**

Retargeting Clicks: **59**

Retargeting CTR: **0.18%**

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Total Impressions: **2,125,450**

Total Clicks: **2,426**

Total CTR: **0.11%**

# GEO-FENCE Sept. 2018

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## TUL AIRPORT, XNA, NWA HOTELS

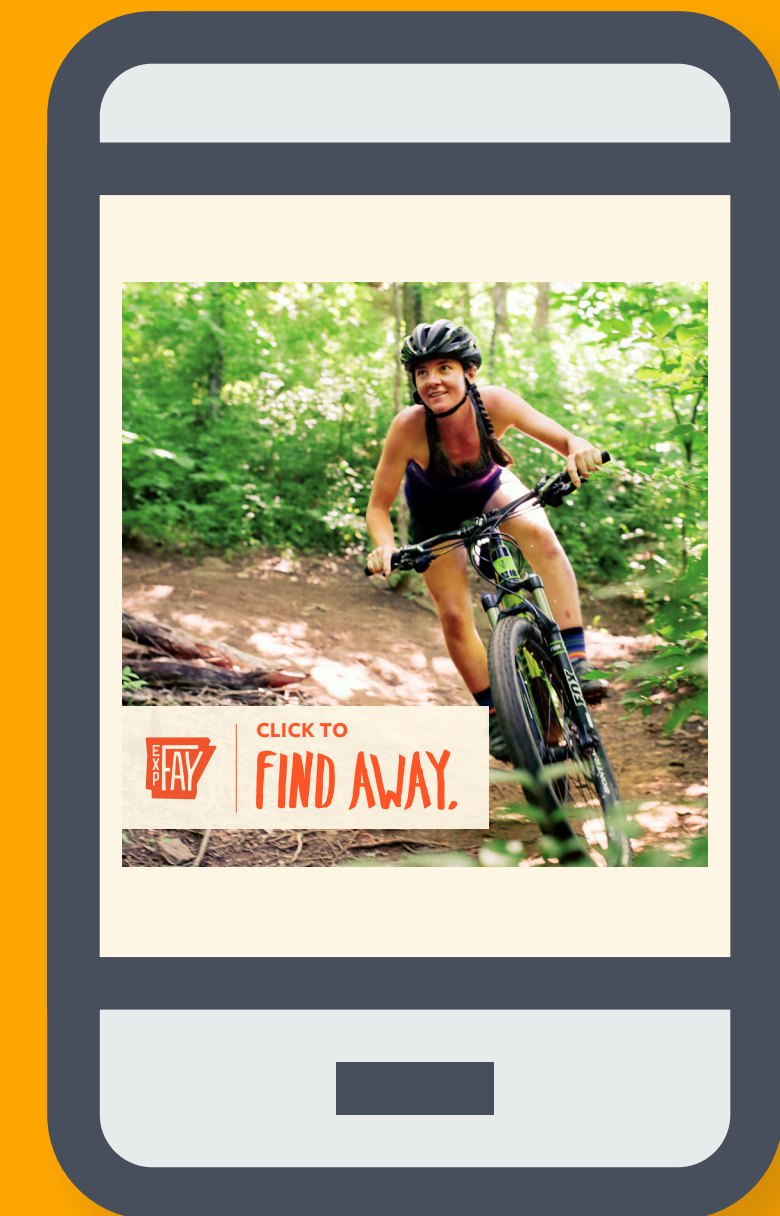
Impressions: **164,593**

Clicks: **243**

CTR: **0.15%**

Reach: **27,542**

Frequency: **5.49**





# PAID SEARCH Sept. 2018

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## Consumer/Leisure

**Impressions: 46,636**

**Clicks: 3,205**

**CTR: 6.87%**

**CPC: \$0.73**

## Spanish

**Impressions: 9,898**

**Clicks: 634**

**CTR: 6.02%**

**CPC: \$1.33**

## Town Center

**Impressions: 9,963**

**Clicks: 330**

**CTR: 3.31%**

**CPC: \$2.04**



# ADVERTISING Aug. & Sept. 2018

## Bike Arkansas

A poster for the Kessler Mountain Jam. The left side features a green background with a silhouette of a mountain range and a gear at the top. A white silhouette of a person on a mountain bike is shown riding a trail. The text "KESSLER MOUNTAIN JAM" is in a dark blue box, and "IT'S ABOUT JAM TIME" is written in white on a dark blue banner at the bottom. The right side has a dark blue background with white and yellow text providing details about the event.

**WHAT:**  
Arkansas' largest cross country mountain bike race. This weekend festival, held **Nov. 3 & 4**, features mountain-bike races and live music in **Fayetteville, Arkansas**, as part of the Arkansas Mountain Bike Championship Series.

**WHERE:**  
**Kessler Mountain Regional Park**, which has 13.6 miles of technical rocky singletrack and hand-cut lines in old-growth forest, minutes from downtown.

**MORE INFO:**  
Events include: AMBCS cross country MTB race, live music, funduro race, kids ride, food, beer and more!

Registration open now!  
[fayetteville-ar.gov/kesslerjam](http://fayetteville-ar.gov/kesslerjam)

EXPERIENCE FAYETTEVILLE CITY OF FAYETTEVILLE ARKANSAS USA CYCLING OZ TRAILS

## Tulsa People

A poster featuring a photograph of a sculpture by Bordalo II, titled "Walker Stone House". The sculpture is a large, colorful, abstract animal-like figure made of trash and debris, standing in a grassy area in front of a brick house. The text "WHEN YOUR ART IS TRASH, FIND AWAY." is written in large, white, bold letters. The text "Bordalo II - Walker Stone House" is written in smaller white letters. The text "EXPERIENCE FAYETTEVILLE .COM" is written in white and red letters in the bottom left corner.

WHEN YOUR ART IS TRASH, FIND AWAY.

Bordalo II - Walker Stone House

EXPERIENCE FAYETTEVILLE .COM



# ADVERTISING Aug. & Sept. 2018

Bike Magazine

Greenhead / Southwest Brewing News

Oklahoma Magazine

