

**Fayetteville Advertising and
Promotion Commission**

December 16, 2019

2:00 p.m.

Location: **Fayetteville Town Center 15 West Mountain, Fayetteville, AR**

Commissioners: Matthew Petty, Chairman; Katherine Kinney; Todd Martin; Ching Mong; Robert Rhoads; Chrissy Sanderson; Sarah Bunch

Staff: Molly Rawn, Executive Director; Sally Fisher, Finance Director;
Agency of Record: Charlie Gocio, Sells Agency

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of November 2019 minutes
- III. New Business
 - A. Sales and Marketing Report – Hazel Hernandez
 - B. Executive Director's report
 1. HMR and financial report
 2. Staffing Changes: New hires, promotions, open positions
 3. Proposed 2020 Meeting Schedule
 4. Recap of work from CFO By Design
 - C. Proposed 2020 Budget Discussion
 - D. Vote: Clinton House Museum lease. We lease the Clinton House Museum from the University of Arkansas. We are currently on amendment 5 to the original lease which expires on December 31. It is the CEO recommendation to sign amendment 6. There are 2 items that differ from the previous agreement:
 1. Monthly rent of \$1,300. This represents a \$100/month increase
 2. One 12-month lease, with no automatic renewals
 - E. Vote: Walker Stone House lease with Art Ventures
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

Fayetteville Advertising and Promotion Commission

Minutes from November 2019 Meeting

November 18, 2019

Commissioners Present: Matthew Petty, Chair; Todd Martin; Chrissy Sanderson; Sarah Bunch

Commissioners Absent: Katherine Kinney, Ching Mong, Robert Rhoads

Staff Present: Molly Rawn, Chief Executive Officer; Hazel Hernandez, Vice President of Sales and Marketing; Sally Fisher, Finance Director; Amy Stockton, Director of Operations; Brannon Pack, Cycling Coordinator

I. Call to Order

- A. Chairman Matthew Petty called the meeting of the Fayetteville Advertising and Promotion Commission to order on November 18, 2019 at 2:03 p.m. There was a quorum present.

II. Old Business

- A. Chairman Petty asked for approval of the October 2019 minutes. Commissioner Todd Martin moved to approve the minutes as written. His motion was seconded by Commissioner Chrissy Sanderson. The motion was approved.

III. New Business

Commissioner Petty asked commissioners to review the packet and he highlighted the most recent HMR collections, up 4.6% compared to same period and up 4.3% YTD compared to last year. He also reminded the group that we have an updated vision statement to review and if the group wanted to have more discussion to let him know.

A. Marketing Report – Hazel Hernandez

1. Our Marketing Review YTD indicates that overall users are up 6%, overall sessions are up 3% and landing page views are 21% down, but they are slowly coming up. A lot of the reason for the decrease in this year is from the huge bump in May of 2018 from the Dallas/Ft. Worth market. The landing page views are down due to our doing better targeting and improving our leads. Our online guide requests are up 55%. Organic searches are up 25%.
2. Site Traffic by Top States
 - a. We expect to see the top five listed because they are states we target, so you'll see Arkansas, Texas (largely Dallas/Ft Worth), Oklahoma (OKC and Tulsa), Missouri and Kansas with Tennessee being #6. We are considering targeting Tennessee more in 2020.
3. We have a Fall Digital Flight Connected TV campaign going for which we'll see a full report in November, it includes pre-roll, display and social. It's running in Little Rock, Tulsa, Oklahoma City, Dallas/Ft. Worth, Kansas City and Memphis. We also have a Fall flight in stream video, with 1,000,000 views
4. Our Online Guide Requests is broken down by flipbook at 43%, pdf at 38% and mail requests at 19%, for total request of 6,681.
5. Our Paid Search: consumer/leisure, Town Center and Spanish are all doing well.
6. Our Geo-Fencing doing well and are located at XNA, Tulsa airports and Northwest Arkansas hotels.

7. Hazel displayed our new food videos shown last meeting will be used this holiday season to highlight.

B. We have a vote: a 2-year contract with Edafio, our current IT provider

1. Molly explained that we've been on a month to month service contract with Edafio for several months and have been very pleased with their work and is proposing to move from a month to month contract to a flat fee to allow for staff to have unlimited support rather than a fee for service over an allocated number of hours.
2. Molly requested that they prepare a new Scope of Work to include a flat fee and reviewed this proposal with Keith Macedo, the city of Fayetteville's Director of IT Services. He also met with Edafio and our team to review and ask for some modifications to the contract. While we would be paying a little more each month, we would have a flat fee with unlimited support for staff.
3. For an additional fee, we can include a security awareness program. Molly referred to a recent situation where Fayetteville A & P was a target of a phishing scam which Molly informed Vince about and brought in Edafio to do the repair work and Edafio proposed the security awareness program which is included as optional in the contract. This optional program is \$4,100.
4. Our attorney Vince Chadick has reviewed the Master Service Agreement and sees no issues.
5. Commissioner Sanderson clarified the length of this contract and Rawn confirmed it was for 2 years.
6. Chair Matthew Petty discussed the advantage of set contract and pointed out that we have several projects with Edafio outside the scope of this ongoing support he sees a lot of benefit in continuing the contract as it will provide efficiencies in working with the same vendor both for day to day service needs and these larger projects. He said that including the security awareness program was a good idea.
7. Commissioner Martin asked if Molly was comfortable with the contract and services provided and Molly said she is pleased and appreciates how Edafio is familiar with some of the complexities of our IT needs with our three locations.
8. Commissioner Martin made a motion to execute the contract with Edafio and Commissioner Bunch seconded it.
9. This motion was approved by all.
10. Chair Matthew Petty expressed his appreciation to Keith Macedo for his review and suggestions of the contract and for all of his time and expertise. Molly seconded this, stating that his involvement led to a better proposal to present to the commission.
11. Brannon Pack, Cycling Coordinator shared his Cycling presentation shared with Hotels at Hotel Hangout in October.
 1. The purpose of the presentation is to show our hoteliers and other partners the economic benefits cycling tourism brings to NWA
 - a. 57% users on the trails are from out of town
 - b. They spent 27 million at local businesses in 2017
 - c. Residents are spending significant funds via cycling
 2. Topics for hoteliers:
 - a. Road Cycling – extensive, accessible, over 900 miles of roads
 - b. Mountain biking- gave an update on trails coming online
 - c. Gravel Riding – fastest growing segment in cycling
 - d. Greenway Riding – Fayetteville has 40+ miles of shared use paved trails including a lot of Razorback Greenway
 - e. In 2019 Fayetteville ranked 15th in nation by People for Bikes based purely on statistics and objective data
 - f. How to be bike friendly

- i. Provide relevant literature (maps, bike shop locations)
 - ii. Provide shuttle options
- g. Brannon is asking Hoteliers to see how they might become more bike friendly and also providing them with the opportunity for Experience Fayetteville to tell their story
- 3. Chair Matthew Petty thanked Brannon for the presentation and stated that the rest of the Transportation Committee would be eager to know more about how to support hotels in this effort.
- 4. Brannon suggested these questions it is important for hotels to consider:
 - a. Can the bike be shipped to the hotel prior to arrival?
 - b. Can the bike be stored securely onsite, in the hotel room?
 - c. Can the hotel offer shuttle service to another city?
- 5. Brannon is partnering with Fayetteville Chamber and Bike NWA to host workshops for local businesses on January 14th, 2020 to offer services including assistance with completing the League of American Bicyclists application.
- 6. Molly explained that part of the grant from the WFF is aimed at collecting baseline data to help us set goals for program. The goals will encompass both tourism and residents.
- 7. Molly pointed out that you don't have to be a member of the chamber to attend and any business can attend.
- 8. The need to increase access for residents on the east side of Crossover was voiced and Brannon mentioned the city is continuing to look at options to propose.
- 9. Commissioner Martin mentioned bike storage options he's seen in large cities. And it was mentioned that with VeoRide Bike usage increasing and the recent launch of scooters that considering storage options would be a good move.
- 10. Commissioner Bunch asked what national hotel chains offered the best cycling amenities and Brannon said he didn't know, but that all of the hotels in Fayetteville that he met with were very open to working with us on this initiative.
- 11. Commissioner Martin asked about any further developments on the Walker Stone House. Molly confirmed that she has a phone call this week with both Sharon Killion and Syard Evans with Art Ventures to discuss the Walker Stone House. They have asked several questions about the historic nature of the home and possible restrictions in utilizing it. In answering their questions, Molly has reached out to the Arkansas Preservation group for guidance on some of the items.

IV. Chairman Petty adjourned the meeting at 2:37 p.m.

Respectfully submitted,
Amy Stockton, Director of Operations

MARKETING REVIEW

JAN-NOV 2018
VS JAN-NOV 2019

Overall Users:

255,790 VS 273,195: +7%

Overall Sessions:

314,709 VS 326,487: +4%

Organic Search:

98,743 VS 120,603: +22%

Social Media:

13,272 VS 35,899: +170%

Online Guide Requests:

5,155 VS 8,174: +59%

SITE TRAFFIC BY TOP STATE JAN-NOV 2019

1. Arkansas - 32%

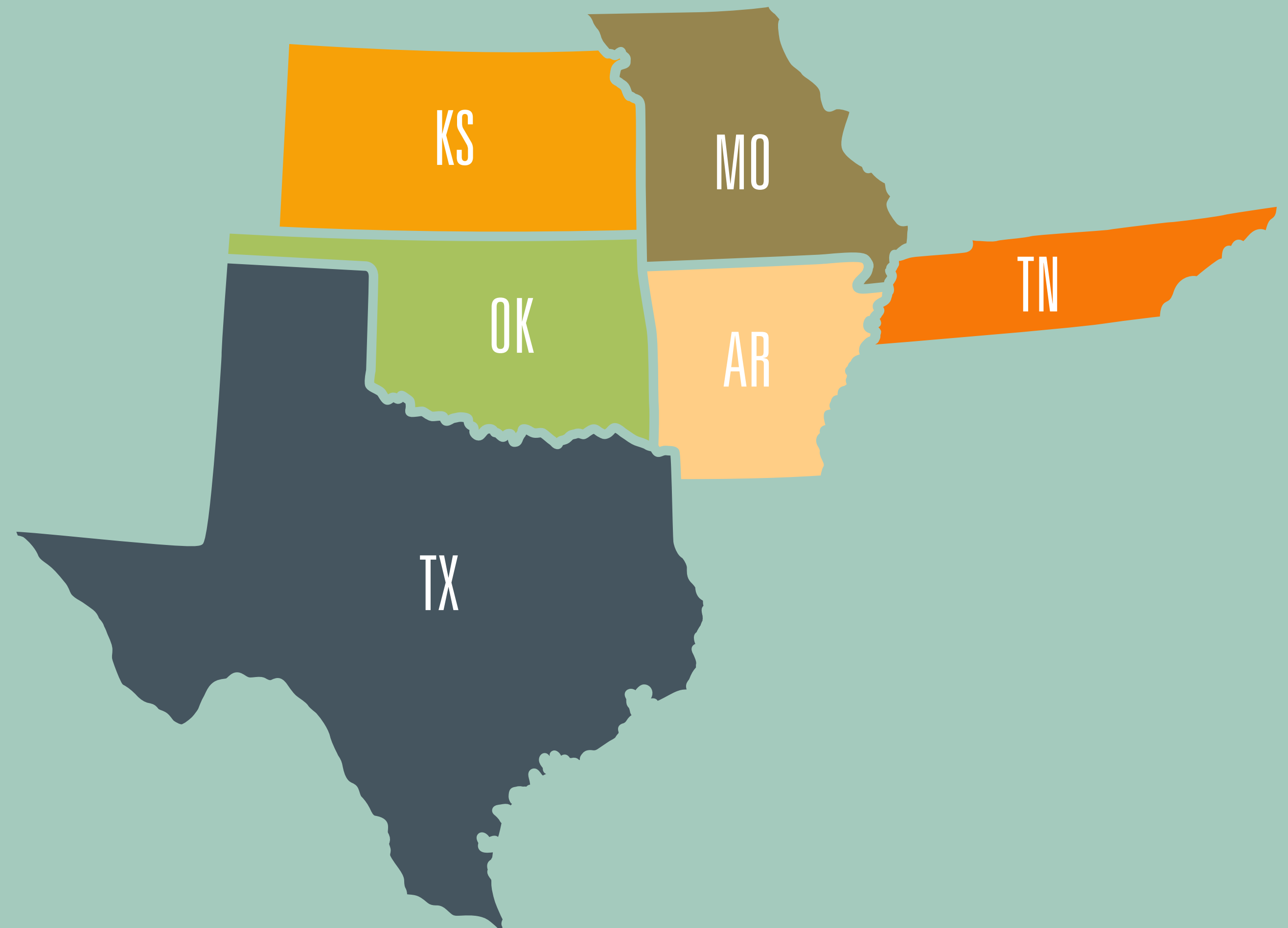
2. Texas - 23%

3. Oklahoma - 12%

4. Missouri - 7%

t5. Kansas - 4%

t5. Tennessee - 4%



PAID SEARCH NOV 2019

Consumer / Leisure:

Impressions:	34,347
Clicks:	5,015
CTR:	14.60%
CPC:	\$0.52

Town Center:

Impressions:	5,911
Clicks:	481
CTR:	8.14%
CPC:	\$1.75

Spanish:

Impressions:	8,680
Clicks:	544
CTR:	6.27%
CPC:	\$1.34

GEO-FENCE NOV 2019

Impressions:	127,136
Clicks:	488
CTR:	0.35%

Video Completions:	50,657
View-throughs	19
Reach:	21,100
Frequency:	6.03

ONLINE GUIDE REQUESTS JAN-NOV 2019

PDF: 3,148 (39%)

Flipbook: 3,558 (43%)

Mail Request: 1,468 (18%)

Total: 8,174



Advertising and Promotion Commission
Proposed 2020 Monthly Meeting Schedule

January 27*

**4th Monday; new date due to Martin Luther King Jr. Day Holiday.*

February 24*

** 4th Monday; new date due to Presidents' Day Holiday.*

March 16

April 20

May 18

June 15

July 20

August 17

September 21

October 19

November 16

December 21?

October Activity

\$46,397 + **\$262,269**
Lodging Restaurant

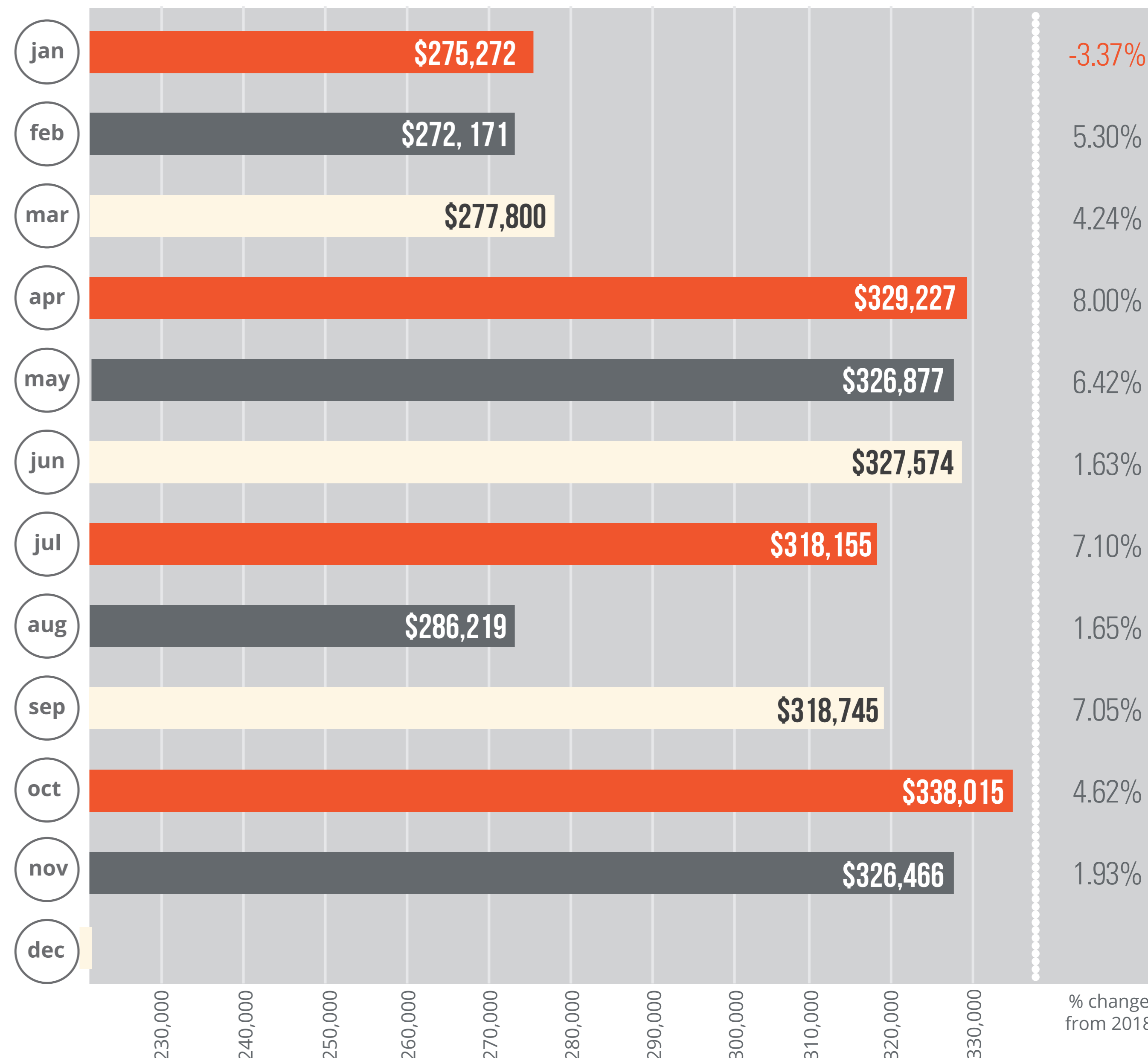
\$17,800
Prior Dues Collected

\$326,466
Total HMR Collected

Previous YTD (Jan-Nov) HMR A&P Tax Collection Totals

2015	2016	2017	2018	2019
\$2,791,149	\$3,021,636	\$3,114,908	\$3,263,897	\$3,396,521
10.71%	8.26%	3.09%	4.78%	4.06%
% change over previous year				

Monthly A&P Tax Collections 2019**



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

City of Fayetteville, Arkansas

Monthly A&P Tax Collections 2013-2019

**note this is half of the total A&P collections*

	2015 Total A&P Collections	2015 Change Over Prior Year	2016 Total A&P Collections	2016 Change Over Prior Year	2017 Total A&P Collections	2017 Change Over Prior Year	2018 Total A&P Collections	2018 Change Over Prior Year	2019 Total A&P Collections	2019 Change Over Prior Year
January	236,849	16.98%	265,115	11.93%	267,481	0.89%	284,871	6.50%	275,272	-3.37%
February	219,436	8.09%	233,583	6.45%	242,227	3.70%	258,480	6.71%	272,171	5.30%
March	233,277	9.41%	260,155	11.52%	261,477	0.51%	266,502	1.92%	277,800	4.24%
April	258,307	11.85%	277,718	7.51%	282,855	1.85%	304,827	7.77%	329,227	8.00%
May	258,362	9.43%	292,083	13.05%	318,984	9.21%	307,147	-3.71%	326,877	6.42%
June	264,979	8.70%	278,988	5.29%	289,667	3.83%	322,311	11.27%	327,574	1.63%
July	259,215	12.40%	272,112	4.98%	300,608	10.47%	297,053	-1.18%	318,155	7.10%
August	240,916	11.64%	256,525	6.48%	257,057	0.21%	281,574	9.54%	286,219	1.65%
September	259,534	11.06%	275,663	6.21%	291,451	5.73%	297,750	2.16%	318,745	7.05%
October	278,956	7.76%	300,841	7.85%	312,727	3.95%	323,089	3.31%	338,015	4.62%
November	281,318	11.32%	308,853	9.79%	290,375	-5.98%	320,293	10.30%	326,466	1.93%
December	261,072	10.37%	278,525	6.69%	289,005	3.76%	290,947	0.67%		
Total	3,052,221	10.68%	3,300,161	8.12%	3,403,913	3.14%	3,554,844	4.43%	3,396,521	3.57%
Jan	236,849	16.98%	265,115	11.93%	267,481	0.89%	284,871	6.50%	275,272	-3.37%
Jan-Feb	456,285	12.52%	498,698	9.30%	509,708	2.21%	543,351	6.60%	547,443	0.75%
Jan-Mar	689,562	11.45%	758,853	10.05%	771,185	1.63%	809,853	5.01%	825,243	1.90%
Jan-Apr	947,869	11.56%	1,036,571	9.36%	1,054,040	1.69%	1,114,680	5.75%	1,154,470	3.57%
Jan-May	1,206,231	11.10%	1,328,654	10.15%	1,373,024	3.33%	1,421,827	3.55%	1,481,347	4.19%
Jan-Jun	1,471,210	10.81%	1,607,642	9.26%	1,662,691	3.42%	1,744,138	4.90%	1,808,921	3.71%
Jan-Jul	1,730,425	10.91%	1,879,754	8.63%	1,963,299	4.44%	2,041,191	3.97%	2,127,076	4.21%
Jan-Aug	1,971,341	11.00%	2,136,279	8.37%	2,220,355	3.94%	2,322,765	4.61%	2,413,295	3.90%
Jan-Sep	2,230,875	11.01%	2,411,942	8.12%	2,511,806	4.14%	2,620,515	4.33%	2,732,040	4.26%
Jan-Oct	2,509,831	10.64%	2,712,783	8.09%	2,824,533	4.12%	2,943,604	4.22%	3,070,055	4.30%
Jan-Nov	2,791,149	10.71%	3,021,636	8.26%	3,114,908	3.09%	3,263,897	4.78%	3,396,521	4.06%
Jan-Dec	3,052,221	10.68%	3,300,161	8.12%	3,403,913	3.14%	3,554,844	4.43%		

Fayetteville A&P Commission

Balance Sheet

As of November 30, 2019

ASSETS

Current Assets

Cash

1st Security A&P/EF	801,074.14	
1st Security Fayetteville TC	525,098.95	
1st Security Clinton House	1,081.65	
Arvest Payroll Account	51,679.82	
EF/CVB Cash in Register	100.00	
TC Cash on Hand	1,000.00	
CHM Cash In Register	100.00	
	<hr/>	
Subtotal: Cash		1,380,134.56

Investments

Investments	910,077.55	
Investments: Adjust to Market	(2,602.15)	
	<hr/>	
Subtotal: Investments		907,475.40

Accounts Receivable

Accounts Receivable - City Parking	3,285.05	
Accounts Receivable (TC)	145,158.37	
CAC Funds Due from City	30,000.00	
HMR Funds Due from City	262,738.18	
	<hr/>	
Total Accounts Receivable		441,181.60

Prepaid Expenses	31,691.13	
Deposits	30,617.00	
Inventory Asset - EF/CVB	4,906.72	
Inventory Asset - CHM	8,003.47	
	<hr/>	

Total Current Assets **2,804,009.88**

Other Assets

Capital Assets

Furniture & Fixtures	96,640.63	
Equipment	362,257.37	
EF/CVB Building	940,410.32	
EF/CVB Land	198,621.00	
Building Additions	781,293.31	
Walker-Stone House	1,167,217.53	
Accumulated Depreciation	(1,066,355.70)	
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Subtotal: Capital Assets	2,480,084.46	

Construction in Progress	24,506.70	
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Total Other Assets **2,504,591.16**

TOTAL ASSETS **5,308,601.04**

Fayetteville A&P Commission

Balance Sheet

As of November 30, 2019

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	89,723.45
Sales Tax Payable	2,284.69
Unearned Revenue 2019	37,844.62
Unearned Revenue 2020	119,874.00
Unearned Revenue 2021	4,000.00
Notes Payable	<u>2,708.98</u>
Subtotal: Current Liabilities	256,435.74

Total Liabilities

256,435.74

Equity

Fund Balance	4,660,297.72
Temporarily Restricted Funds	282,654.50
Net Revenue	<u>109,213.08</u>

Total Equity

5,052,165.30

TOTAL LIABILITIES AND EQUITY

5,308,601.04

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	3,365,603.36	3,550,801	(185,197.64)	5.22%
PY HMR Taxes	30,918.13	20,887	10,031.13	-48.03%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	3,396,521.49	3,571,688	(175,166.51)	4.90%
Rental Revenue				
Facility Rental	440,499.91	608,500	(168,000.09)	27.61%
Rental Items	47,902.53	61,000	(13,097.47)	21.47%
Alcohol Sales	113,574.34	120,000	(6,425.66)	5.35%
Rental Services	83,270.15	78,000	5,270.15	-6.76%
Subtotal Rental Revenue	685,246.93	867,500	(182,253.07)	21.01%
Event Revenue				
First Thursday Income	17,939.45	14,000	3,939.45	-28.14%
LOTO Income	5,285.00	12,000	(6,715.00)	55.96%
Other Event Income	13,570.90	30,000	(16,429.10)	54.76%
Subtotal Event Revenue	36,795.35	56,000	(19,204.65)	34.29%
Clinton House Museum Revenue				
Museum Store Sales	7,770.43	8,500	(729.57)	8.58%
Admission Revenue	1,155.00	0	1,155.00	
Donations	7,144.57	20,000	(12,855.43)	64.28%
Membership				
Subtotal Clinton House Museum Revenue	16,070.00	28,500	(12,430.00)	43.61%
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales	8,529.80	12,500	(3,970.20)	31.76%
Consignment Sales	3,416.03	5,000	(1,583.97)	31.68%
Subtotal Visitor Center Revenue	11,945.83	17,500	(5,554.17)	31.74%
Parking Revenue				
Parking Machine Revenue	14,926.00	12,000	2,926.00	-24.38%
Parking Lease Revenue	12,708.00	16,000	(3,292.00)	20.58%
Subtotal Parking Revenue	27,634.00	28,000	(366.00)	1.31%
Advertising Revenue				
Visitor Guide Ad Income	16,125.00	20,000	(3,875.00)	19.38%
Banner Income	3,450.00	5,100	(1,650.00)	32.35%
Subtotal Advertising Revenue	19,575.00	25,100	(5,525.00)	22.01%
Other Revenue				
Other Revenue	684.01	0	684.01	-100.00%
WFF Cycling Coordinator Grant	32,654.50	0	32,654.50	100.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	250,000.00	0	250,000.00	100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue	23,503.00	0	23,503.00	100.00%
Cultural Arts Corridor	30,000.00	0	30,000.00	100.00%
Subtotal Other Revenue	336,841.51	0	336,841.51	
Interest and Investment Revenue				
Investment Account Interest	9,426.93	9,700	(273.07)	2.82%
Checking Account Interest	8,537.40	7,000	1,537.40	-21.96%
Subtotal Interest and Investment Revenue	17,964.33	16,700	1,264.33	-7.57%
Total Revenue	4,548,594.44	4,610,988	(62,393.56)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses	0.00	0	0.00	100.00%
Linens	15,555.22	28,000	(12,444.78)	44.45%
Alcohol & Bar Supply Expenses				
Alcohol	42,908.30	33,840	9,068.30	-26.80%
Bar Supply Expenses	7,141.40	2,160	4,981.40	-230.62%
Rental Services	31,994.91	10,000	21,994.91	-219.95%
Subtotal Rental Expenses	97,599.83	74,000	23,599.83	-31.89%
Event Expenses				
First Thursday Expenses	32,051.83	35,000	(2,948.17)	8.42%
LOTO Expenses	21,031.47	21,500	(468.53)	2.18%
Other Event Expenses	25,266.58	16,000	9,266.58	-57.92%
Subtotal Event Expenses	78,349.88	72,500	5,849.88	-8.07%
Clinton House Museum				
Facility Rental Expenses	0.00	1,000	(1,000.00)	100.00%
Other Event Expenses	9,392.25	12,000	(2,607.75)	21.73%
Museum Store Expenses				
Goods for Sale	6,729.78	3,500	3,229.78	-92.28%
Store Supplies	29.86	750	(720.14)	96.02%
Cost of Goods Sold	(290.52)			
Programs				
Group Visits	455.30	200	255.30	-127.65%
Honoraria	1,700.00	0	1,700.00	#DIV/0!
General Program	5,214.08	4,000		
First Ladies Garden	11,647.13	15,000	(3,352.87)	
Exhibit Expenses	10,964.22	5,000	5,964.22	-119.28%
Fundraising	2,412.48	2,500	(87.52)	3.50%
Subtotal Clinton House Museum	48,254.58	43,950	4,304.58	-9.79%
Visitor Center Store				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Goods for Sale	7,698.49	12,000	(4,301.51)	35.85%
Store Supplies	3,286.73	2,500	786.73	-31.47%
Cost of Goods Sold	1,989.97			
Consignment Expenses	1,495.30	4,000	(2,504.70)	62.62%
Subtotal Visitor Center Store	14,470.49	18,500	(4,029.51)	21.78%
Marketing Expenses				
Advertising Expense				
Agency Advertising	528,458.03	572,950	(44,491.97)	7.77%
Non-Agency Advertising	19,414.25	15,500	3,914.25	-25.25%
Agency Fees	164,587.50	179,550	(14,962.50)	8.33%
Promotion				
Promotion Expenses	110,149.20	99,600	10,549.20	-10.59%
Signage-Tourism	0.00	500	(500.00)	100.00%
Banners	4,279.37	5,500	(1,220.63)	22.19%
Printing				
Visitors Guide Expense	34,995.13	35,000	(4.87)	0.01%
Other Brochures	43,852.01	20,800	23,052.01	-110.83%
Website	7,545.74	9,700	(2,154.26)	22.21%
Mailings	9,500.00	8,200	1,300.00	-15.85%
Sales and Development				
Promotional Items	4,979.37	8,500	(3,520.63)	41.42%
Groups	5,809.24	8,000	(2,190.76)	27.38%
Sports	20,135.68	12,000	8,135.68	-67.80%
Meetings	2,951.88	9,200	(6,248.12)	67.91%
Memberships	26,209.14	30,347	(4,137.86)	13.64%
Tourism & Client Development	16,309.76	13,750	2,559.76	-18.62%
Subtotal Marketing Expenses	999,176.30	1,029,097	(29,920.70)	2.91%
Payroll				
Wages Expense	867,889.22	1,094,796	(226,906.78)	20.73%
Payroll Tax Expense				
Federal (941) Payroll Taxes	63,971.85	84,017	(20,045.15)	23.86%
SUTA	4,176.53	8,901	(4,724.47)	53.08%
Benefits				
Health and Other Emp Insurance	111,117.01	144,594	(33,476.99)	23.15%
Company Ret Contributions	16,915.34	29,276	(12,360.66)	42.22%
Car Allowance	3,300.00	3,600	(300.00)	8.33%
Relocation Expenses	506.61	0	506.61	-100.00%
Contract Labor	71,724.33	58,000	13,724.33	-23.66%
Payroll Processing Fees	8,338.00	14,633	(6,295.00)	
Subtotal Payroll Expenses	1,147,938.89	1,437,817	(289,878.11)	20.16%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office and Administrative Expenses				
Office Expenses				
Office Supplies	12,397.80	12,600	(202.20)	1.60%
Office Equipment Leases	7,168.03	8,300	(1,131.97)	13.64%
Office Equipment Purchases	1,660.49	6,000	(4,339.51)	72.33%
Subscriptions	889.76	500	389.76	-77.95%
Employee Relations	5,523.83	4,500	1,023.83	-22.75%
Training and Development	30,458.68	17,500	12,958.68	-74.05%
Postage and Shipping	1,011.79	1,650	(638.21)	38.68%
Fees				
Bank Service Charges	543.57	300	243.57	-81.19%
Credit Card Fees	5,283.67	7,900	(2,616.33)	33.12%
Business Taxes and Licenses	12,557.00	9,050	3,507.00	-38.75%
Accounting, Audit, & Legal Fees				
Accounting Fees	6,750.00	18,500	(11,750.00)	63.51%
Audit Fees	21,500.00	20,000	1,500.00	-7.50%
Legal Fees	3,379.74	7,200	(3,820.26)	53.06%
Collection Expense	67,930.37	70,318	(2,387.63)	3.40%
Travel				
Lodging	19,740.16	17,547	2,193.16	-12.50%
Mileage	1,647.35	1,900	(252.65)	13.30%
Transportation	15,364.07	15,550	(185.93)	1.20%
Meals Out of Town	4,207.34	4,750	(542.66)	11.42%
IT Expenses				
Computer Hardware	13,654.11	17,800	(4,145.89)	23.29%
Software Purchases and Subs	29,272.70	30,600	(1,327.30)	4.34%
IT Support and Consulting	34,752.98	44,000	(9,247.02)	21.02%
Insurance				
Insurance - Building & Contents	14,854.00	14,864	(10.00)	0.07%
Insurance - W/C	1,274.00	1,877	(603.00)	32.13%
Facilities				
Rent	36,292.85	38,400	(2,107.15)	5.49%
Internet/Telephone	29,457.17	30,200	(742.83)	2.46%
Utilities				
Electric	63,112.66	69,980	(6,867.34)	9.81%
Gas	10,860.08	11,020	(159.92)	1.45%
Water	13,900.62	15,820	(1,919.38)	12.13%
Repairs and Maintenance	47,698.22	72,000	(24,301.78)	33.75%
Janitorial Supplies	30,520.06	23,775	6,745.06	-28.37%
Maintenance Contracts	36,949.61	40,000	(3,050.39)	7.63%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
FFE & Improvements	181,662.80	217,000	(35,337.20)	16.28%
Subtotal Office and Administrative Expenses	762,275.51	851,401	(89,125.49)	10.47%
Other Expenses				
Bond Payments	638,159.72	707,000	(68,840.28)	9.74%
Grants Awarded				
Current Year Spring	65,375.00	85,000	(19,625.00)	23.09%
Prior Year Fall	51,410.00	56,620	(5,210.00)	9.20%
TheatreSquared Contribution	200,000.00	200,000	0.00	0.00%
Public Art Funding	41,262.55	40,000	1,262.55	-3.16%
Cyclocross Events	167,800.28	0	167,800.28	100.00%
Total Other Expenses	1,164,007.55	1,088,620	75,387.55	(0.07)
Total Operating Expenses	4,312,073.03	4,615,885	(303,811.97)	
Net Income/(Loss) Before Other Revenue and Expenses	236,521.41	(4,897)	241,418.41	
Other Income				
Unrealized Gain/(Loss) on Investments	3,736.76			
Total Other Income	3,736.76			
Other Expenses				
Depreciation Expense	131,045.09			
Total Other Expenses	131,045.09	0	131,045.09	100.00%
Net Income/(Loss)	109,213.08	(4,897)	110,373.32	
Changes to Assets and Capital Improvements				
Major Capital Purchases	0.00	0	0.00	
Net Change	109,213.08		110,373.32	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	3,365,603.36	3,550,801	(185,197.64)	5.22%
PY HMR Taxes	30,918.13	20,887	10,031.13	-48.03%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	3,396,521.49	3,571,688	(175,166.51)	4.90%
Rental Revenue				
Facility Rental	5,400.00	0	5,400.00	-100.00%
Rental Items				
Alcohol Sales				
Rental Services				
Subtotal Rental Revenue	5,400.00	0	5,400.00	-100.00%
Event Revenue				
First Thursday Income	17,939.45	14,000	3,939.45	-28.14%
LOTO Income	5,285.00	12,000	(6,715.00)	55.96%
Other Event Income	2,220.00	0	2,220.00	0.00%
Subtotal Event Revenue	25,444.45	26,000	(555.55)	2.14%
Clinton House Museum Revenue				
Museum Store Sales				
Admission Revenue				
Donations				
Membership				
Subtotal Clinton House Museum Revenue				
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales	8,529.80	12,500	(3,970.20)	31.76%
Consignment Sales	3,416.03	5,000	(1,583.97)	31.68%
Subtotal Visitor Center Revenue	11,945.83	17,500	(5,554.17)	31.74%
Parking Revenue				
Parking Machine Revenue	0.00			
Parking Lease Revenue	0.00			
Subtotal Parking Revenue	0.00			
Advertising Revenue				
Visitor Guide Ad Income	16,125.00	20,000	(3,875.00)	19.38%
Banner Income	3,450.00	5,100	(1,650.00)	32.35%
Subtotal Advertising Revenue	19,575.00	25,100	(5,525.00)	22.01%
Other Revenue				
Other Revenue	0.00	0	0.00	-100.00%
WFF Cycling Coordinator Grant	32,654.50	0	32,654.50	100.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	250,000.00	0	250,000.00	100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue	23,503.00	0	23,503.00	100.00%
Cultural Arts Corridor	30,000.00	0	30,000.00	100.00%
Subtotal Other Revenue	336,157.50	0	336,157.50	
Interest and Investment Revenue				
Investment Account Interest	9,426.93	9,700	(273.07)	2.82%
Checking Account Interest	5,351.56	6,000	(648.44)	10.81%
Subtotal Interest and Investment Revenue	14,778.49	15,700	(921.51)	5.87%
Total Revenue	3,809,822.76	3,655,988	153,834.76	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses				
Linens				
Alcohol & Bar Supply Expenses				
Alcohol				
Bar Supply Expenses				
Rental Services				
Subtotal Rental Expenses				
Event Expenses				
First Thursday Expenses	32,051.83	35,000	(2,948.17)	8.42%
LOTO Expenses	21,031.47	21,500	(468.53)	2.18%
Other Event Expenses	4,543.99	4,000	543.99	-13.60%
Subtotal Event Expenses	57,627.29	60,500	(2,872.71)	4.75%
Clinton House Museum				
Facility Rental Expenses				
Other Event Expenses				
Museum Store Expenses				
Goods for Sale				
Store Supplies				
Cost of Goods Sold				
Programs				
Group Visits				
Honoraria				
General Program				
First Ladies Garden				
Exhibit Expenses				
Fundraising				
Subtotal Clinton House Museum				
Visitor Center Store				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Goods for Sale	7,698.49	12,000	(4,301.51)	35.85%
Store Supplies	3,286.73	2,500	786.73	-31.47%
Cost of Goods Sold	1,989.97			
Consignment Expenses	1,495.30	4,000	(2,504.70)	62.62%
Subtotal Visitor Center Store	14,470.49	18,500	(6,019.48)	21.78%
Marketing Expenses				
Advertising Expense				
Agency Advertising	528,458.03	572,950	(44,491.97)	7.77%
Non-Agency Advertising	11,103.56	12,500	(1,396.44)	11.17%
Agency Fees	164,587.50	179,550	(14,962.50)	
Promotion				
Promotion Expenses	104,132.66	90,000	14,132.66	-15.70%
Signage-Tourism	0.00	500	(500.00)	100.00%
Banners	4,279.37	5,500	(1,220.63)	22.19%
Printing				
Visitors Guide Expense	34,995.13	35,000	(4.87)	0.01%
Other Brochures	41,794.74	18,500	23,294.74	-125.92%
Website	6,153.17	6,200	(46.83)	0.76%
Mailings	9,500.00	8,000	1,500.00	-18.75%
Sales and Development				
Promotional Items	4,280.09	6,000	(1,719.91)	28.67%
Groups	5,809.24	8,000	(2,190.76)	27.38%
Sports	20,135.68	12,000	8,135.68	-67.80%
Meetings	2,846.88	9,000	(6,153.12)	68.37%
Memberships	23,279.00	27,447	(4,168.00)	15.19%
Tourism & Client Development	14,080.48	11,500	2,580.48	-22.44%
Subtotal Marketing Expenses	975,435.53	1,002,647	(27,211.47)	2.71%
Payroll				
Wages Expense	460,099.16	602,103	(142,003.84)	23.58%
Payroll Tax Expense				
Federal (941) Payroll Taxes	33,698.31	46,336	(12,637.69)	27.27%
SUTA	1,762.36	4,175	(2,412.64)	57.79%
Benefits				
Health and Other Emp Insurance	63,796.30	76,368	(12,571.70)	16.46%
Company Ret Contributions	12,102.29	16,815	(4,712.71)	28.03%
Car Allowance	3,300.00	3,600	(300.00)	8.33%
Relocation Expenses				
Contract Labor	17,865.15	20,000	(2,134.85)	10.67%
Payroll Processing Fees	4,891.24	8,900	(4,008.76)	45.04%
Subtotal Payroll Expenses	597,514.81	778,297	(180,782.19)	23.23%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office and Administrative Expenses				
Office Expenses				
Office Supplies	5,699.30	5,100	599.30	-11.75%
Office Equipment Leases	3,905.90	4,600	(694.10)	15.09%
Office Equipment Purchases	861.46	4,500	(3,638.54)	80.86%
Subscriptions	507.92	400	107.92	-26.98%
Employee Relations	3,368.80	2,200	1,168.80	-53.13%
Training and Development	26,016.94	9,500	16,516.94	-173.86%
Postage and Shipping	891.21	1,300	(408.79)	31.45%
Fees				
Bank Service Charges	323.57	300	23.57	-7.86%
Credit Card Fees	1,078.32	3,200	(2,121.68)	66.30%
Business Taxes and Licenses	2,641.95	2,700	(58.05)	2.15%
Accounting, Audit, & Legal Fees				
Accounting Fees	6,750.00	18,300	(11,550.00)	63.11%
Audit Fees	19,500.00	18,000	1,500.00	-8.33%
Legal Fees	3,187.73	7,200	(4,012.27)	55.73%
Collection Expense	67,930.37	70,318	(2,387.63)	3.40%
Travel				
Lodging	13,967.09	11,297	2,670.09	-23.64%
Mileage	513.68	600	(86.32)	14.39%
Transportation	10,235.29	10,050	185.29	-1.84%
Meals Out of Town	2,232.72	2,900	(667.28)	23.01%
IT Expenses				
Computer Hardware	9,383.19	12,500	(3,116.81)	24.93%
Software Purchases and Subs	21,563.17	25,000	(3,436.83)	13.75%
IT Support and Consulting	33,060.48	32,000	1,060.48	-3.31%
Insurance				
Insurance - Building & Contents	11,752.00	11,360	392.00	-3.45%
Insurance - W/C	1,274.00	1,877	(603.00)	32.13%
Facilities				
Rent	870.00	0	870.00	-100.00%
Internet/Telephone	11,889.02	14,100	(2,210.98)	15.68%
Utilities				
Electric	6,579.93	8,780	(2,200.07)	25.06%
Gas	606.64	0	0.00	
Water	1,103.16	1,520	(416.84)	27.42%
Repairs and Maintenance	8,042.52	40,000	(31,957.48)	79.89%
Janitorial Supplies	840.18	1,025	(184.82)	18.03%
Maintenance Contracts	2,388.02	5,000	(2,611.98)	-100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
FFE & Improvements	140,774.86	160,000	(19,225.14)	12.02%
Subtotal Office and Administrative Expenses	419,739.42	485,627	(66,494.22)	13.57%
Other Expenses				
Bond Payments	638,159.72	707,000	(68,840.28)	
Grants Awarded				
Current Year Spring	65,375.00	85,000	(19,625.00)	23.09%
Prior Year Fall	51,410.00	56,620	(5,210.00)	9.20%
TheatreSquared Contribution	200,000.00	200,000	0.00	0.00%
Public Art Funding	41,262.55	40,000	1,262.55	-3.16%
Cyclocross Events	167,800.28	0	167,800.28	100.00%
Total Other Expenses	1,164,007.55	1,088,620	75,387.55	(0.07)
Total Operating Expenses	3,228,795.09	3,434,191	(283,380.07)	
Net Income/(Loss) Before Other Revenue and Expenses	581,027.67	221,797	437,214.83	
Other Income				
Unrealized Gain/(Loss) on Investments	3,736.76			
Total Other Income	3,736.76			
Other Expenses				
Depreciation Expense	131,045.09			
Total Other Expenses	131,045.09	0	131,045.09	100.00%
Net Income/(Loss)	453,719.34	221,797	306,169.74	
Changes to Assets and Capital Improvements				
Major Capital Purchases	0.00	0.00	0.00	
Net Change	453,719.34		306,169.74	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes				
PY HMR Taxes				
Subtotal Hotel, Motel, Restaurant Taxes Revenue				
Rental Revenue				
Facility Rental	434,299.91	605,000	(170,700.09)	28.21%
Rental Items	47,902.53	61,000	(13,097.47)	21.47%
Alcohol Sales	113,574.34	120,000	(6,425.66)	5.35%
Rental Services	83,270.15	78,000	5,270.15	-6.76%
Subtotal Rental Revenue	679,046.93	864,000	(184,953.07)	21.41%
Event Revenue				
First Thursday Income	0.00	0	0.00	
LOTO Income	0.00	0	0.00	
Other Event Income	10,225.90	25,000	(14,774.10)	-100.00%
Subtotal Event Revenue	10,225.90	25,000	(14,774.10)	-100.00%
Clinton House Museum Revenue				
Museum Store Sales				
Admission Revenue				
Donations				
Membership				
Subtotal Clinton House Museum Revenue				
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales				
Consignment Sales				
Subtotal Visitor Center Revenue				
Parking Revenue				
Parking Machine Revenue	14,926.00	12,000	2,926.00	-24.38%
Parking Lease Revenue	12,708.00	16,000	(3,292.00)	20.58%
Subtotal Parking Revenue	27,634.00	28,000	(366.00)	1.31%
Advertising Revenue				
Visitor Guide Ad Income				
Banner Income				
Subtotal Advertising Revenue				
Other Revenue				
Other Revenue	684.01			
WFF Cycling Coordinator Grant				
WFF Cyclocross Grant				
Cyclocross Grant Funds				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue				
Cultural Arts Corridor				
Subtotal Other Revenue	684.01			
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	3,132.53	1,000	2,132.53	-213.25%
Subtotal Interest and Investment Revenue	3,132.53	1,000	2,132.53	-213.25%
Total Revenue	720,723.37	918,000	(197,960.64)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses		0	0.00	100.00
Linens	15,555.22	28,000	(12,444.78)	44.45%
Alcohol & Bar Supply Expenses				
Alcohol	42,908.30	33,840	9,068.30	-26.80%
Bar Supply Expenses	7,141.40	2,160	4,981.40	-230.62%
Rental Services	31,994.91	10,000	21,994.91	-219.95%
Subtotal Rental Expenses	97,599.83	74,000	23,599.83	-31.89%
Event Expenses				
First Thursday Expenses				
LOTO Expenses				
Other Event Expenses	20,722.59	12,000	8,722.59	-100.00%
Subtotal Event Expenses	20,722.59	12,000	8,722.59	-100.00%
Clinton House Museum				
Facility Rental Expenses				
Other Event Expenses				
Museum Store Expenses				
Goods for Sale				
Store Supplies				
Cost of Goods Sold				
Programs				
Group Visits				
Honoraria				
General Program				
First Ladies Garden				
Exhibit Expenses				
Fundraising				
Subtotal Clinton House Museum				
Visitor Center Store				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Goods for Sale				
Store Supplies				
Cost of Goods Sold				
Consignment Expenses				
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	535.00	2,000	(1,465.00)	-100.00%
Agency Fees				
Promotion				
Promotion Expenses	5,324.84	9,000	(3,675.16)	40.84%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures	1,338.17	1,300	38.17	-2.94%
Website	205.00	1,500		
Mailings				
Sales and Development				
Promotional Items	177.43	2,000	(1,822.57)	91.13%
Groups				
Sports				
Meetings				
Memberships	1,595.00	1,900	(305.00)	16.05%
Tourism & Client Development	2,203.21	2,000	203.21	-100.00%
Subtotal Marketing Expenses	11,378.65	19,700	(8,321.35)	42.24%
Payroll				
Wages Expense	311,946.16	378,224	(66,277.84)	17.52%
Payroll Tax Expense				
Federal (941) Payroll Taxes	23,126.31	28,924	(5,797.69)	20.04%
SUTA	1,985.99	3,083	(1,097.01)	35.58%
Benefits				
Health and Other Emp Insurance	35,340.85	55,115	(19,774.15)	35.88%
Company Ret Contributions	3,734.52	10,017	(6,282.48)	62.72%
Car Allowance				
Relocation Expenses	506.61		506.61	(100.00)
Contract Labor	49,117.00	35,000	14,117.00	-40.33%
Payroll Processing Fees	3,446.76	5,733		
Subtotal Payroll Expenses	429,204.20	516,096	(84,605.56)	16.84%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office and Administrative Expenses				
Office Expenses				
Office Supplies	5,014.50	5,500	(485.50)	8.83%
Office Equipment Leases	3,262.13	3,700	(437.87)	11.83%
Office Equipment Purchases	434.03	1,500	(1,065.97)	71.06%
Subscriptions	199.92	100	99.92	-99.92%
Employee Relations	1,918.81	2,000	(81.19)	4.06%
Training and Development	1,494.65	6,000	(4,505.35)	75.09%
Postage and Shipping	18.35	50	(31.65)	63.30%
Fees				
Bank Service Charges		0	0.00	
Credit Card Fees	3,484.88	4,200	(715.12)	17.03%
Business Taxes and Licenses	9,915.05	6,300	3,615.05	-57.38%
Accounting, Audit, & Legal Fees				
Accounting Fees				
Audit Fees				
Legal Fees	192.01			
Collection Expense				
Travel				
Lodging	3,152.45	3,750	(597.55)	15.93%
Mileage	604.35	1,000	(395.65)	39.57%
Transportation	2,523.14	4,000	(1,476.86)	36.92%
Meals Out of Town	1,287.79	1,600	(312.21)	19.51%
IT Expenses				
Computer Hardware	4,270.92	3,500	770.92	-22.03%
Software Purchases and Subs	6,799.09	5,000	1,799.09	-35.98%
IT Support and Consulting	1,692.50	12,000	(10,307.50)	85.90%
Insurance				
Insurance - Building & Contents	2,796.00	2,804	(8.00)	0.29%
Insurance - W/C			0.00	
Facilities				
Rent	22,000.00	24,000	(2,000.00)	8.33%
Internet/Telephone	14,991.45	13,500	1,491.45	-11.05%
Utilities				
Electric	55,432.09	60,000	(4,567.91)	7.61%
Gas	9,381.86	10,000	(618.14)	6.18%
Water	10,683.38	11,700	(1,016.62)	8.69%
Repairs and Maintenance	33,703.71	27,000	6,703.71	-24.83%
Janitorial Supplies	28,833.93	22,000	6,833.93	-31.06%
Maintenance Contracts	34,215.14	33,000	1,215.14	-3.68%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
FFE & Improvements	38,703.67	55,000	(16,296.33)	29.63%
Subtotal Office and Administrative Expenses	297,005.80	319,204	(22,390.21)	6.95%
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				
Prior Year Fall				
TheatreSquared Contribution				
Public Art Funding				
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	0.00
Total Operating Expenses	855,911.07	941,000	(82,994.70)	
Net Income/(Loss) Before Other Revenue and Expenses	(135,187.70)	(23,000)	(114,965.94)	
Other Income				
Unrealized Gain/(Loss) on Investments				
Total Other Income				
Other Expenses				
Depreciation Expense				
Total Other Expenses	0.00	0	0.00	
Net Income/(Loss)	(135,187.70)	(23,000)	(114,965.94)	
Changes to Assets and Capital Improvements				
Major Capital Purchases				
Net Change	(135,187.70)		(114,965.94)	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes				
PY HMR Taxes				
Subtotal Hotel, Motel, Restaurant Taxes Revenue				
Rental Revenue				
Facility Rental	800.00	3,500	(2,700.00)	77.14%
Rental Items	0.00			
Alcohol Sales	0.00			
Rental Services	0.00			
Subtotal Rental Revenue	800.00	3,500	(2,700.00)	77.14%
Event Revenue				
First Thursday Income	0.00			
LOTO Income	0.00			
Other Event Income	1,125.00	5,000	(3,875.00)	77.50%
Subtotal Event Revenue	1,125.00	5,000	(3,875.00)	77.50%
Clinton House Museum Revenue				
Museum Store Sales	7,770.43	8,500	(729.57)	8.58%
Admission Revenue	1,155.00	0	1,155.00	
Donations	7,144.57	20,000	(12,855.43)	64.28%
Membership				
Subtotal Clinton House Museum Revenue	16,070.00	28,500	(12,430.00)	43.61%
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales				
Consignment Sales				
Subtotal Visitor Center Revenue				
Parking Revenue				
Parking Machine Revenue				
Parking Lease Revenue				
Subtotal Parking Revenue				
Advertising Revenue				
Visitor Guide Ad Income				
Banner Income				
Subtotal Advertising Revenue				
Other Revenue				
Other Revenue	0.00			
WFF Cycling Coordinator Grant				
WFF Cyclocross Grant				
Cyclocross Grant Funds				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue				
Cultural Arts Corridor				
Subtotal Other Revenue	0.00			
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	53.31	0	53.31	-100.00%
Subtotal Interest and Investment Revenue	53.31	0	53.31	
Total Revenue	18,048.31	37,000	(18,951.69)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses				
Linens				
Alcohol & Bar Supply Expenses				
Alcohol				
Bar Supply Expenses				
Rental Services				
Subtotal Rental Expenses	0.00	0	0.00	
Event Expenses				
First Thursday Expenses				
LOTO Expenses				
Other Event Expenses				
Subtotal Event Expenses				
Clinton House Museum				
Facility Rental Expenses	0.00	1,000	(1,000.00)	100.00%
Other Event Expenses	9,392.25	12,000	(2,607.75)	21.73%
Museum Store Expenses				
Goods for Sale	6,729.78	3,500	3,229.78	-92.28%
Store Supplies	29.86	750	(720.14)	96.02%
Cost of Goods Sold	(290.52)			
Programs				
Group Visits	455.30	200	255.30	-127.65%
Honoraria	1,700.00	0	1,700.00	-100.00%
General Program	5,214.08	4,000		
First Ladies Garden	11,647.13	15,000	(3,352.87)	22.35%
Exhibit Expenses	10,964.22	5,000	5,964.22	-119.28%
Fundraising	2,412.48	2,500	(87.52)	3.50%
Subtotal Clinton House Museum	48,254.58	43,950	3,381.02	-9.79%
Visitor Center Store				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Goods for Sale				
Store Supplies				
Cost of Goods Sold				
Consignment Expenses				
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	7,775.69	1,000	6,775.69	-677.57%
Agency Fees				
Promotion				
Promotion Expenses	691.70	600	91.70	-15.28%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures	719.10	1,000	(280.90)	28.09%
Website	1,187.57	2,000	(812.43)	40.62%
Mailings	0.00	200	(200.00)	
Sales and Development				
Promotional Items	521.85	500	21.85	-4.37%
Groups				
Sports				
Meetings	105.00	200		
Memberships	1,335.14	1,000	335.14	-33.51%
Tourism & Client Development	26.07	250	(223.93)	89.57%
Subtotal Marketing Expenses	12,362.12	6,750	5,612.12	-83.14%
Payroll				
Wages Expense	95,843.90	114,469	(66,123.88)	16.27%
Payroll Tax Expense				
Federal (941) Payroll Taxes	7,147.23	8,757	(1,609.77)	18.38%
SUTA	428.18	1,643	(1,214.82)	73.94%
Benefits				
Health and Other Emp Insurance	11,979.86	13,111	(1,131.14)	8.63%
Company Ret Contributions	1,078.53	2,444	(1,365.47)	55.87%
Car Allowance				
Relocation Expenses				
Contract Labor	4,742.18	3,000	1,742.18	-100.00%
Payroll Processing Fees				
Subtotal Payroll Expenses	121,219.88	143,424	(69,702.90)	15.48%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,684.00	2,000	(316.00)	15.80%
Office Equipment Leases				
Office Equipment Purchases	365.00			
Subscriptions	181.92	0	181.92	-100.00%
Employee Relations	236.22	300	(63.78)	21.26%
Training and Development	2,947.09	2,000	947.09	-47.35%
Postage and Shipping	102.23	300	(197.77)	65.92%
Fees				
Bank Service Charges	220.00	0	220.00	-100.00%
Credit Card Fees	720.47	500	220.47	-44.09%
Business Taxes and Licenses		50	(100.00)	100.00%
Accounting, Audit, & Legal Fees				
Accounting Fees	0.00	200	(200.00)	-100.00%
Audit Fees	2,000.00	2,000	0.00	-100.00%
Legal Fees		0	0.00	
Collection Expense				
Travel				
Lodging	2,620.62	2,500	120.62	-4.82%
Mileage	529.32	300	229.32	-76.44%
Transportation	2,605.64	1,500	1,105.64	-73.71%
Meals Out of Town	686.83	250	436.83	-174.73%
IT Expenses				
Computer Hardware	0.00	1,800	(1,800.00)	100.00%
Software Purchases and Subs	910.44	600	310.44	-51.74%
IT Support and Consulting				
Insurance				
Insurance - Building & Contents	306.00	700	(394.00)	56.29%
Insurance - W/C				
Facilities				
Rent	13,422.85	14,400	(977.15)	6.79%
Internet/Telephone	2,576.70	2,600	(23.30)	0.90%
Utilities				
Electric	1,100.64	1,200	(99.36)	8.28%
Gas	871.58	1,020	(148.42)	14.55%
Water	2,114.08	2,600	(485.92)	18.69%
Repairs and Maintenance	5,951.99	5,000	951.99	-19.04%
Janitorial Supplies	845.95	750	95.95	-12.79%
Maintenance Contracts	346.45	2,000	(1,653.55)	-100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ November 30, 2019

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
FFE & Improvements	2,184.27	2,000	184.27	-100.00%
Subtotal Office and Administrative Expenses	45,530.29	46,570	(1,454.71)	2.23%
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				
Prior Year Fall				
TheatreSquared Contribution				
Public Art Funding				
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	
Total Operating Expenses	227,366.87	240,694	(62,164.47)	
Net Income/(Loss) Before Other Revenue and Expenses	(209,318.56)	(203,694)	43,212.78	
Other Income				
Unrealized Gain/(Loss) on Investments				
Total Other Income				
Other Expenses				
Depreciation Expense				
Total Other Expenses	0.00	0	0.00	
Net Income/(Loss)	(209,318.56)	(203,694)	43,212.78	
Changes to Assets and Capital Improvements				
Major Capital Purchases				
Net Change	(209,318.56)		43,212.78	

LEASE AGREEMENT

This Lease (“**AGREEMENT**”) is entered into effective the ____ day of ____, 2019 by and between **FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION**, a governmental agency established by Ordinance No. 2310 of the City of Fayetteville pursuant to Arkansas law (Ark. Code Ann. § 26-75-605) (“**A&P Commission**”), and **ART VENTURES** (“**Art Ventures**”) (collectively, “**the Parties**”).

WHEREAS, **the Parties** hereby acknowledge and agree that **A&P Commission** is the fee simple absolute owner of the real property and any and all improvements situated upon the Premises, as herein defined; and

WHEREAS, **Art Ventures** acknowledges and agrees that it lacks any ownership or equity interest of any nature in the Premises, as herein defined, but desires to enter into this Agreement for the limited purpose of leasing the Premises subject to the terms and conditions herein set forth; and

WHEREAS, **A&P Commission** desires to lease the Premises, as herein defined, for the limited purposes herein set forth;

NOW, THEREFORE, in consideration of the mutual promises and covenants of **the Parties** contained herein, and other good and valuable consideration, **A&P Commission** hereby leases and demises to **Art Ventures** the real property and improvements (“the Premises”) located at 207 West Center Street in the City of Fayetteville, Washington County, Arkansas, also known as the Walker-Stone House, and being more particularly described as follows:

PART OF BLOCK 25 IN THE ORIGINAL PLAT OF THE TOWN (NOW CITY) OF FAYETTEVILLE, WASHINGTON COUNTY, ARKANSAS, MORE PARTICULARLY DESCRIBED AS BEGINNING AT A POINT 100 FEET WEST OF THE NORTHEAST CORNER OF BLOCK 25, THENCE SOUTH 102 FEET, THENCE WEST 154 FEET TO A POINT 3 FEET NORTH OF THE EAST END OF A STONE RETAINING WALL, THENCE SOUTH 3 FEET TO THE EAST END OF SAID RETAINING WALL, THENCE WEST WITH THE TOP OF SAID RETAINING WALL, 71.9 FEET, MORE OR LESS, TO THE WEST BOUNDARY OF BLOCK 25, THENCE NORTH 105 FEET, MORE OR LESS TO THE NORTHWEST CORNER OF BLOCK 25, THENCE EAST 225.9 FEET TO THE POINT OF BEGINNING.

as designated upon the Revised Plat of Said Addition or Subdivision filed and recorded in the Office of the Circuit Clerk and Ex-Officio Recorder of Washington County, Arkansas.

TO HAVE AND TO HOLD the same unto **Art Ventures** and unto its permitted successors and assigns, together with all privileges and appurtenances thereunto belonging, for the duration and under the conditions hereinafter set forth:

1. DURATION. The duration of this **AGREEMENT** shall be for twenty-four (24) months beginning the 1st day of _____, 2020, and ending the 31st day of _____, 2021 (“the Duration”).
2. RENT. As rental for the Premises, **Art Ventures** shall pay to **A&P Commission** monthly rental in the amount of \$4,000 payable in advance on the first day of each month throughout the Duration. **The Parties** may mutually agree by a written Addendum to this **AGREEMENT** to renew the lease for an additional period of time. The monthly rental amount for any such renewal period shall be negotiable, but in no event shall the rental amount be less than the monthly rental charge set forth in this **AGREEMENT**.
3. UTILITIES AND REFUSE REMOVAL. **Art Ventures** shall be responsible for the payment of all charges for water, electricity, gas, internet or phone service, and for all charges connected with removal of refuse from the Premises.
4. LAWN/GROUNDS CARE AND MAINTENANCE. **A&P Commission** shall be responsible for providing for regular lawn/grounds care and maintenance, including mowing.
5. ALTERATIONS/IMPROVEMENTS. **Art Ventures** may not make any changes, alterations, additions or major repairs to the Premises, including any existing or future structures, including existing artistic pieces, unless all plans and specifications for such changes, alterations, additions or major repairs have been approved by **A&P Commission** or its agent and by any agency of the State of Arkansas required by law to review or approve such projects. Furthermore, such projects shall be performed by persons, companies or agencies which are properly trained and licensed to perform such repairs and maintenance and which are approved in advance by **A&P Commission**’s facilities management department, provided that such approval will not be unreasonably withheld. **A&P Commission**, its officers, officials, employees, and agents, may inspect any such project to ensure that plans and specifications are followed, and that the construction, repairs or renovation meets the requirements of state law and applicable codes, and may require changes to be made in order to comply with the plans, specifications, state law or applicable codes.

A&P Commission may make or contract for improvements at the request of **Art Ventures**. Should such improvements be made during the Duration, the cost of such improvements to **A&P Commission** will be at **Art Ventures**’ cost, to be paid within thirty (30) days of receipt of the charge, unless otherwise agreed to in writing by **A&P Commission**.

6. ORDINARY REPAIRS AND MAINTENANCE. **Art Ventures** agrees to maintain the Premises and any improvements thereto in good repair, ordinary wear and tear excepted. **Art Ventures** shall be responsible for ordinary repairs and maintenance to the Premises, provided that such repairs and maintenance shall be performed by persons, companies or agencies which are properly trained and licensed to perform

such repairs and maintenance and which are approved in advance by **A&P Commission**'s facilities management department, provided that such approval will not be unreasonably withheld. All such repairs and maintenance shall meet all applicable code and any other requirements.

A&P Commission may inspect the Premises at any time upon adequate notice and without any interruption of **Art Ventures**' use of Premises, including the house and all leasehold improvements, and may, if necessary, designate necessary maintenance and repairs to be made by **Art Ventures**. If **Art Ventures** fails or refuses to make the designated maintenance or repairs, or if **Art Ventures** requests that **A&P Commission** perform the designated maintenance or repairs, **A&P Commission** may do so. Any maintenance or repairs performed by **A&P Commission** shall be charged to **University**, to be paid within thirty (30) days of receipt of the charge.

7. PROPERTY INSURANCE. The Premises shall be included on **A&P Commission**'s fire and casualty insurance policy, and the premium charges shall be paid by **A&P Commission**. **Art Ventures** shall be responsible for insurance coverage on **Art Venture**'s personal property and equipment and **Art Ventures** acknowledges and agrees that **A&P Commission** shall not be responsible and shall hold **A&P Commission** harmless for any loss or damage to **Art Ventures**' personal property for any reason.
8. DESTRUCTION BY FIRE OR OTHER CASUALTY. If at any time the Premises, or the building which forms the principal component of the Premises, should be totally or partially destroyed by fire or other major casualty events covered by insurance and for which insurance proceeds are paid, then the **AGREEMENT** shall terminate immediately subject to the **Art Ventures**' right to assess the amount of damage and the amount of any remaining usable space and then to continue with the **AGREEMENT** with rental payments, if any, abated in accordance with reduced square footage and inconvenience of the loss of any portion of the Premises.
9. LIABILITY INSURANCE. **Art Ventures** shall indemnify and hold **A&P Commission**, its officers, officials and employees harmless from any and all liability for loss, injury or damage to persons (including, but not limited to death) or property arising out of or in connection with the Premises, any improvements thereto, or any activities of **Art Ventures**, its officials, employees, invitees, members or guests. **Art Ventures** shall maintain a comprehensive general liability insurance policy insuring against such a loss, injury or damage in the minimum amount of One Million Dollars (\$1,000,000) per person or occurrence, Two Million Dollars (\$2,000,000) aggregate. Proof of such liability insurance coverage shall be given to **A&P Commission** at the beginning of the Duration and again upon request at any time during the term, and the policy shall name **A&P Commission** as an additional insured as its interest may appear. Any such policy shall provide that it shall not be subject to cancellation without first furnishing **A&P Commission** fifteen (15) days prior written notice. If **Art**

Ventures fails to comply with this obligation or if such coverage is terminated or cancelled for any reason, **A&P Commission** shall have the right to secure such coverage and **Art Ventures** shall fully reimburse **A&P Commission** for any premiums or cost incurred by **A&P Commission** for such coverage.

10. **TAXES, LICENSES, FEES AND ASSESSMENTS.** **A&P Commission** shall pay applicable ad valorem taxes, if any, and assessments on the real property and improvements comprising the Premises. However, **Art Ventures** shall pay any sales or use taxes arising from its use of the Premises and shall indemnify and hold **A&P Commission** harmless against any claims for such taxes. Likewise, **Art Ventures** will secure and pay for all licenses, permits, and fees pertaining to its use of the Premises.
11. **USES.** The Premises and all improvements thereto will be used by **Art Ventures** only for the following purposes: the first floor of the Premises' Walker-Stone House will be used by **Art Ventures** only for purposes of art exhibition and gallery space, the sale of artistic pieces, and events and programs related to the mission of **Art Ventures**; the second floor of the Walker-Stone House will be used solely for office and storage purposes by the **Art Ventures**, with no public access permitted; and, finally the Premises' parking lot will be used by **Art Ventures** for parking in connection with the gallery activity. **Art Ventures** will comply with all valid laws, statutes, ordinances, regulations and legal requirements governing the use of the Premises and the activities conducted thereon, including the policies of **A&P Commission**, and will not permit or suffer the Premises to be used for any illegal purposes, to create a nuisance, or to create dangerous conditions affecting other persons or property.
12. **RIGHT OF ENTRY.** **A&P Commission**, its officers, officials, employees or agents shall have the right to enter the Premises at any time upon notification to **Art Ventures** and without interrupting **Art Ventures'** use of the Premises, for the purpose of inspecting the Premises and determining compliance with laws, statutes, ordinances, regulations and legal requirements, including policies of **A&P Commission** or to ensure the preservation of the Premises in good condition in the event of **Art Ventures'** failure to perform any obligation of this **AGREEMENT**.
13. **PROHIBITION AGAINST CREATION OF LIEN.** **Art Ventures** shall have no authority, express or implied, to create any lien, charge, or encumbrance upon the Premises or upon the improvements thereon, for any reason whatsoever.
14. **ASSIGNMENT OR SUBLEASING RESTRICTED.** This **AGREEMENT** and any rights granted herein shall not be assigned without the prior written consent of **A&P Commission**. **Art Ventures** shall not be entitled to sublease the Premises or any portion thereof without the prior written consent of **A&P Commission**.
15. **DELIVERY AT END OF LEASE.** Upon the expiration of the Duration of this **AGREEMENT** or any extension thereof, possession of the Premises, including any

improvements thereto, shall be delivered to **A&P Commission** free of all persons, goods and things not properly belonging to **A&P Commission** and in the same condition as the Premises existed at the commencement of this **AGREEMENT** or upon subsequent completion of any new construction, reconstruction, renovation or repair to any improvements to the Premises, excepting destruction or damage by fire, storm or other casualty and/or ordinary deterioration and reasonable wear and tear, and no demand for such delivery shall be necessary.

All fixtures not integral to the building, furniture and equipment installed by **Art Ventures** or acquired by **Art Ventures** independent of this **AGREEMENT** shall remain **Art Ventures'** property and may be removed by **Art Ventures** at the expiration of this **AGREEMENT**; provided, however, **Art Ventures** shall restore the Premises and repair any damage thereto caused by such removal.

16. **LANDLORD'S LIEN.** As security for payment of its obligations under this **AGREEMENT** and any other debt owed to **A&P Commission**, **Art Ventures** hereby grants **A&P Commission** a security interest in all property of **Art Ventures**, including furniture, furnishings and fixtures of **Art Ventures** which may, at any time during the Duration of this **AGREEMENT**, be in, about or upon the Premises. **Art Ventures** agrees to execute all documents necessary to perfect **A&P Commission's** security interests.
17. **DEFAULT.** **Art Ventures** shall be in default under the provisions of this **AGREEMENT** upon the happening of the following events or conditions and, in the case of the events and conditions set forth in subparagraphs (a) and (b) below, the failure to cure same within ten (10) days after written notification by **A&P Commission** to **Art Ventures** of such default: (a) Failure to pay the rental fees or charges as provided herein at the time, in the amount, and in the manner set forth, or within ten (10) days after the date the same becomes due; (b) Failure to keep or perform any of the covenants on the part of **Art Ventures** herein to be kept or performed; (c) Should **Art Ventures** become insolvent, or become bankrupt, either voluntarily or involuntarily, or make any assignment for the benefit of creditors, or if a receiver be appointed for the benefit of **Art Ventures'** creditors, or if a receiver be appointed for **Art Ventures** to take charge of and manage **Art Ventures'** affairs.
18. **REMEDIES IN THE EVENT OF DEFAULT.** In the event of a default by **Art Ventures** during the Duration hereof, the **A&P Commission** may, at **A&P Commission's** option, declare this **AGREEMENT** thereupon terminated, and **A&P Commission** shall have the right immediately to enter upon and take possession of the Premises, and to evict and expel **Art Ventures** and any or all of **Art Ventures'** property, belongings, and effects there from, without thereby being guilty of any matter of trespass, in addition to any other remedies of **A&P Commission** either at law or in equity. **Art Ventures** waives any right to legal process in such an event. No delay in or failure to exercise any of the options herein granted to **A&P Commission** by reason of a default shall be a waiver thereof, and the waiver on any occasion of default shall not be deemed a waiver of **A&P Commission's** right

to exercise its remedies by reason of the same or similar default at any later occasion.

19. HOLDING OVER NOT PERMITTED. Upon the expiration or termination of this **AGREEMENT**, **Art Ventures** shall have no right to hold over. Moreover, **Art Ventures** waives any right to receive legal process to eject **Art Ventures**.
20. WASTE. **Art Ventures** agrees not to commit or to permit any waste to the Premises and any improvements thereto.
21. NOTICES. All notices required to be given under this **AGREEMENT** shall be given in writing by a form of delivery requiring a receipt to **the Parties** at the following addresses or at such other addresses as **the Parties** might hereafter designate in writing:

To **A&P Commission**:

To **Art Ventures**:

22. NO WAIVER OF BREACH. The failure of **A&P Commission** to insist upon the strict and literal performance of any covenant or condition herein, or to exercise any option retained or granted by reason of a default or breach by **Art Ventures**, or to avail itself of any of the terms or conditions of this **AGREEMENT**, shall not constitute a waiver of **A&P Commission's** right thereafter to insist upon and enforce full performance of this **AGREEMENT**.
23. INDEPENDENT PARTIES. This **AGREEMENT** shall not be construed to create a partnership, agency relationship or any other relationship between **the Parties** other than that of independent parties.
24. PARTIES BOUND. All covenants, conditions, agreements and undertakings contained herein shall inure to the benefit and be binding upon **the Parties**.
25. APPLICABLE LAW. This **AGREEMENT** shall be governed by and construed under the laws of the State of Arkansas, without regard to its choice of law principles.
26. ENTIRE AGREEMENT. This **AGREEMENT** expresses the entire agreement of **the Parties** and may only be amended in writing signed by **the Parties** hereto or their duly authorized agents. This **AGREEMENT** is a final agreement and supersedes any prior negotiations, representations, statements, promises, or other discussions, express or implied, between or behalf of **the Parties** concerning the subject matter of this **AGREEMENT**.
27. INDEPENDENT JUDGMENT. **The Parties** represent and warrant to one another that this **AGREEMENT** is entered into based on each party's independent

analysis, with the advice of counsel, of the acts and legal principles relevant to the terms and conditions of this **AGREEMENT**.

28. **MUTUAL DRAFTING.** This **AGREEMENT** has been drafted mutually by **the Parties** with the assistance of their respective counsel or representatives.

Accordingly, the rule of construction that ambiguity is construed against the drafting party shall have no application in any dispute over the interpretation of this **AGREEMENT**.

29. **SECTION HEADINGS.** In the case of any conflict between a section heading set forth in this **AGREEMENT** and the terms of this **AGREEMENT**, the latter shall prevail, the former being for ease of reference only. The recitals set forth at the beginning of this **AGREEMENT**, however, shall be given full weight and construed as substantive provisions of this **AGREEMENT**.

30. **COUNTERPARTS:** This **AGREEMENT** may be executed and delivered at different times and in any number of originals or counterparts and by each party on a separate counterpart, each of which shall be deemed an original but all of which together shall constitute only one agreement, notwithstanding all **the Parties** shall not have signed the same counterpart.

ART VENTURES

By: _____
(Name and title)

Date

**FAYETTEVILLE ADVERTISING AND
PROMOTION COMMISSION**

By: _____
Molly Rawn, Executive Director

Date

DRAFT