

**Fayetteville Advertising and
Promotion Commission**

June 22, 2020

2:00 p.m.

Location: **Virtual Public Meeting, Via Zoom,**

Commissioners: Matthew Petty, Chairperson; Katherine Kinney; Todd Martin; Robert Rhoads; Chrissy Sanderson; Sarah Bunch; Reese Roberts

Staff: Molly Rawn, Chief Executive Officer

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Approval of May 2020 minutes
- III. New Business
 - A. Marketing Report – Hazel Hernandez, VP Sales and Marketing
 - B. CEO's report – Molly Rawn
 1. HMR collections for May, financial report
 2. Operational overview by unit: Experience Fayetteville, Fayetteville Town Center, Clinton House Museum
 3. Status update from local restaurants, lodging properties, attractions and events
 - C. Vote: Revised 2020 Budget. The Covid-19 pandemic has significantly altered our financial outlook and utilizing reserve funds will be required. CEO is proposing expense cuts across all three units, in all areas most significantly personnel, advertising, and community events.
 - D. Vote: Opening a new bank account at First Security Bank dedicated to restricted, CycloCross grant funds. The A&P Currently has four bank accounts, in addition to our investments pooled at the city: one operational account each for Clinton House Museum, Experience Fayetteville, Fayetteville Town Center and Experience Fayetteville and one dedicated to payroll. This new account would have the same signatories as the operational accounts: CEO, Director of Operations, and Commission Chairperson.
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

**Fayetteville Advertising and Promotion Commission
Minutes from May 18, 2020 Meeting
Virtual Public Meeting, Via Zoom,**

Commissioners Present: Matthew Petty, Chairperson; Todd Martin; Robert Rhoads;
Chrissy Sanderson; Reese Roberts

Commissioners Absent: Katherine Kinney; Sarah Bunch

Staff: Molly Rawn, Chief Executive Officer

- I. Commissioner Petty called to order at 2:00 p.m.
- II. Commissioner Martin made a motion to approve the April 2020 minutes with Commissioner Rhoads seconded. Commissioner Petty held a roll call vote with minutes approved unanimously.
- III. Updates from the CEO
 - A. April HMR Collections, representing March activity: Total HMR down 33% compared to March 2019 activity.
 - B. Operational overview by unit:
 1. All FAP team will be on a work from home schedule for the remainder of the summer with essential employees working onsite as needed. Schedules and cleaning protocols are in place for those needed onsite. Rawn noted that with the change in childcare availability it was important to be accommodating to team and be as flexible as possible with work from home scenarios
 2. FTC does not plan to host any events until June 1st and the town center is closed to the public.
 3. FTC Hosted events will be for 50 attendees or fewer beginning June 1
 4. Clinton House Museum remains closed and we will re-evaluate that decision June 2.
 5. VC closed and we will re-evaluate the first week of June.
 6. First Thursday will not occur in June, a virtual First Thursday is being researched for July.
 7. Commissioner Petty asked if there were any questions from the commission and there were none. He continued by showing appreciation to Rawn, the FAP team and the commission and noted we will all have a continued roll to play in recovery.
 - C. Industry updates:

1. Dine in option started last Monday, May 11th. FAP survey indicated that 25% out of 40 respondents indicated that they would likely re-open.
2. Rawn predicts that most restaurants will wait until Phase 3, 100% occupancy to re-open
3. Rawn is creating a working group including Commissioner Martin, FAP staff and members of our community to learn about 3rd party delivery services and will bring back information to commission. This was a topic of interest before COVID 19 and will be helpful data.
4. Lodging properties: travelers from designated hot spots still restricted.
5. Occupancy dropped 30% in March

D. Cash flow planning and budgeting

1. Phase 1 of our adjustments include 4 our staff furloughed, 7 part-time staff lay-offs
2. Elimination of 2 part-time visitors center positions (1 had currently been vacant)
3. Reduction in CEO pay
4. 51% reduction in paid media budget
5. A 25% reduction in community events budget; bulk of this budget is for Lights of the Ozarks and First Thursday. Rawn pointed out that any future events, even with reduced capacity may not have reduced expense as safety measures must be accounted for
6. Elimination of travel, professional development budget
7. Phase 1 measures should hold through October without requiring us to dip into investment account held at the city
8. Phase 2 is more significant staffing changes, program elimination; Rawn plans to give an update in June
9. Phase 3 would include liquidizing capital assets, which Rawn is hoping to avoid
10. Commissioner Martin asked how Rawn planned to budget for rest of the year. Rawn stated that she is preparing that May and June HMR collections will be \$0. She doesn't think this will be the case but is taking this route. She sees a slow climb up in July and August at 50% of budgeted amount. Rawn is not expecting any month in 2020 to hit 100% of budgeted amount, but perhaps 75%. This is assuming we do not have a resurgence in Fall.
11. Commissioner Martin asked if there was any data on how many restaurants may not have paid March taxes as the city had given them an extension. Rawn does not know nor has easy access to this data, but is asking for this information.

E. Capital Expenses

1. The roof repair at the Town Center is \$2,357.56. We need to expect a total roof replacement within the next two years.
2. We have replaced 6 HVAC units in the 3.5 years since Rawn was hired.

3. Expect to replace 3 more units, one a year for next 3 years, sooner if a unit fails.
- IV. Update from Hazel Hernandez, Vice President Sales and Marketing: Fayetteville together initiative, Give a Little campaign.
- A. Website metrics:
 1. Comparing March/April 2019 to March/April 2020 –2020 metrics are down.
 2. Pages with increased traffic are all outdoor related and we are pushing content to those pages.
 3. Sales team contacting all restaurants this week to check in and gather info when they planned to open, what services they are offering.
 4. *Spend a Little, Help a Lot* Campaign update: focused on Fayetteville community and will expand the campaign as restaurants continue to open up. This very successful campaign boosted traffic to our site almost 100%.
 - B. Rawn gave brief glimpse of the survey results to restaurant owners.
- V. Pine Bluff Advertising and Promotion Commission, et al. v. Online travel companies.
- A. Vince Chadick, FAP's attorney, gave an update on this long-standing class action lawsuit filed against Online Travel Companies (OTC). It has been pending for years.
 - B. Tom Thrash with Thrash Law Firm out of Little Rock, is representing the defendants, including Fayetteville A&P
 - C. Chadick explained that due to a conflict of interest with Quattlebaum, Grooms, and Tull (his firm) a tolling agreement and waiver of any potential conflicts would need to be signed
 - D. Commissioner Rhoads has reviewed these documents and based on experience with these type of agreements is confident that this is a good way to handle this process and recommends that the commission approve Rawn signing them. We lose none of our rights by signing this, they are just put on hold until Quattlebaum, Grooms and Tull withdraws from representing the Online Travel Companies.
 - E. Commissioner Rhoads made a motion to allow CEO Rawn to execute the documents Chadick described. Commissioner Martin seconded and the motion was approved unanimously with a roll call vote.

Commissioner Petty adjourned the meeting at 2:59pm

Submitted by Amy Stockton, Director of Operations & Destination Development, Experience Fayetteville

April Activity

\$6,298 + **\$134,973**
Lodging + Restaurant

\$29,758

Prior Dues Collected

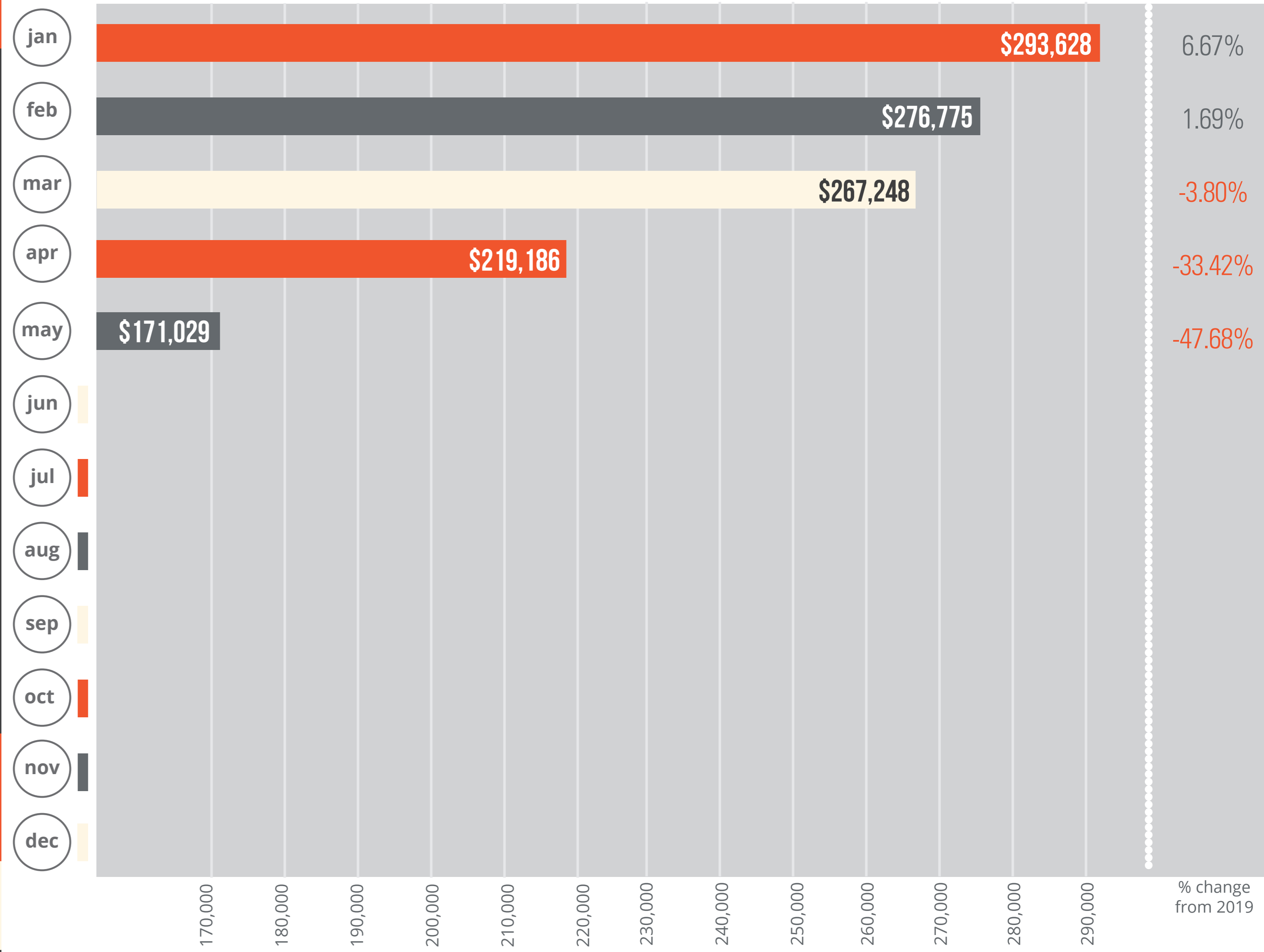
\$171,029

Total HMR Collected

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

2016	2017	2018	2019	2020
\$1,328,654	\$1,373,024	\$1,421,827	\$1,481,347	\$1,227,866
10.15%	3.34%	3.55%	4.19%	-17.11%
% change over previous year				

Monthly A&P Tax Collections 2020**



** 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 May 31, 2020

ASSETS

Current Assets

Cash

1st Security A&P/EF	779,609.69	
1st Security Fayetteville TC	532,391.75	
1st Security Clinton House	1,200.30	
Arvest Payroll Account	80,300.12	
EF/CVB Cash in Register	100.00	
TC Cash on Hand	1,000.00	
CHM Cash In Register	100.00	
Subtotal: Cash		1,394,701.86

Investments

Investments	910,077.55	
Investments: Adjust to Market	(2,602.15)	
Subtotal: Investments		907,475.40

Accounts Receivable

Accounts Receivable - City Parking	224.00	
Accounts Receivable (TC)	109,281.44	
HMR Funds Due from City	110,129.73	
Total Accounts Receivable		219,635.17

Prepaid Expenses		19,974.26
Deposits		30,617.00
Inventory Asset - EF/CVB		4,026.15
Inventory Asset - CHM		6,769.46

Total Current Assets

2,583,199.30

Other Assets

Capital Assets

Furniture & Fixtures	96,640.63	
Equipment	371,600.53	
EF/CVB Building	940,410.32	
EF/CVB Land	198,621.00	
Building Additions	907,335.49	
Walker-Stone House	1,167,217.53	
Accumulated Depreciation	(1,130,891.60)	
Subtotal: Capital Assets	2,550,933.90	

Construction in Progress	77,693.23	
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Total Other Assets

2,628,627.13

TOTAL ASSETS

5,211,826.43

Fayetteville A&P Commission

Balance Sheet

As of May 31, 2020

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	23,753.30
Sales Tax Payable	290.64
Unearned Revenue 2020	132,770.00
Unearned Revenue 2021	42,696.50
Notes Payable	<u>2,514.98</u>
Subtotal: Current Liabilities	202,025.42

Total Liabilities

202,025.42

Equity

Fund Balance	4,946,572.81
Net Revenue	<u>63,228.20</u>

Total Equity

5,009,801.01

TOTAL LIABILITIES AND EQUITY

5,211,826.43

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	1,200,640.79	3,782,224	(2,581,583.21)	68.26%
PY HMR Taxes	27,224.97	30,000	(2,775.03)	9.25%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	1,227,865.76	3,812,224	(2,584,358.24)	67.79%
Rental Revenue				
Facility Rental	77,925.63	492,030	(414,104.37)	84.16%
Rental Items	12,482.77	54,347	(41,864.23)	77.03%
Alcohol Sales	24,948.19	150,000	(125,051.81)	83.37%
Rental Services	22,270.00	85,000	(62,730.00)	73.80%
Subtotal Rental Revenue	137,626.59	781,377	(643,750.41)	82.39%
Event Revenue				
First Thursday Income	5,000.00	18,000	(13,000.00)	72.22%
LOTO Income	0.00	7,500	(7,500.00)	100.00%
Other Event Income	2,824.39	4,000	(1,175.61)	29.39%
Subtotal Event Revenue	7,824.39	29,500	(21,675.61)	73.48%
Clinton House Museum Revenue				
Museum Store Sales	984.03	8,800	(7,815.97)	88.82%
Admission Revenue	0.00	1,000	(1,000.00)	
Donations	614.75	10,000	(9,385.25)	93.85%
Membership				
Subtotal Clinton House Museum Revenue	1,598.78	19,800	(18,201.22)	91.93%
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales	2,381.09	12,500	(10,118.91)	80.95%
Consignment Sales	392.00	5,800	(5,408.00)	93.24%
Subtotal Visitor Center Revenue	2,773.09	18,300	(15,526.91)	84.85%
Parking Revenue				
Parking Machine Revenue	2,673.80	16,500	(13,826.20)	83.80%
Parking Lease Revenue	4,376.60	13,800	(9,423.40)	68.29%
Subtotal Parking Revenue	7,050.40	30,300	(23,249.60)	76.73%
Advertising Revenue				
Visitor Guide Ad Income	1,250.00	18,500	(17,250.00)	93.24%
Banner Income	900.00	4,500	(3,600.00)	80.00%
Subtotal Advertising Revenue	2,150.00	23,000	(20,850.00)	90.65%
Other Revenue				
Other Revenue	522.00	0	522.00	-100.00%
WFF Cycling Coordinator Grant	32,654.50	53,316	(20,661.50)	100.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	250,000.00	540,736	(290,736.00)	100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue	0.00	15,000	(15,000.00)	100.00%
Cultural Arts Corridor	0.00	5,000	(5,000.00)	100.00%
Subtotal Other Revenue	283,176.50	614,052	(330,875.50)	
Interest and Investment Revenue				
Investment Account Interest	8,673.40	9,900	(1,226.60)	12.39%
Checking Account Interest	3,692.42	7,900	(4,207.58)	53.26%
Subtotal Interest and Investment Revenue	12,365.82	17,800	(5,434.18)	30.53%
Total Revenue	1,682,431.33	5,346,353	(3,663,921.67)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses	0.00	0	0.00	100.00%
Linens	3,388.36	18,000	(14,611.64)	81.18%
Alcohol & Bar Supply Expenses				
Alcohol	4,899.91	46,936	(42,036.09)	89.56%
Bar Supply Expenses	1,213.94	10,000	(8,786.06)	87.86%
Rental Services	5,724.00	33,000	(27,276.00)	82.65%
Subtotal Rental Expenses	15,226.21	107,936	(92,709.79)	85.89%
Event Expenses				
First Thursday Expenses	0.00	35,000	(35,000.00)	100.00%
LOTO Expenses	0.00	25,000	(25,000.00)	100.00%
Other Event Expenses	2,624.00	2,900	(276.00)	9.52%
Subtotal Event Expenses	2,624.00	62,900	(60,276.00)	95.83%
Clinton House Museum				
Other Event Expenses	2,827.47	10,000	(7,172.53)	71.73%
Museum Store Expenses				
Goods for Sale	1,758.31	4,500	(2,741.69)	60.93%
Store Supplies	504.28	500	4.28	-0.86%
Cost of Goods Sold	588.56			
Programs				
Group Visits	0.00	500	(500.00)	100.00%
Honoraria	0.00	2,000	(2,000.00)	100.00%
General Program	134.10	6,000	(5,865.90)	97.77%
First Ladies Garden	5,294.15	15,000	(9,705.85)	
Exhibit Expenses	465.81	15,000	(14,534.19)	96.89%
Fundraising	2,529.50	3,000	(470.50)	15.68%
Subtotal Clinton House Museum	14,102.18	56,500	(42,397.82)	75.04%
Visitor Center Store				
Goods for Sale	1,383.48	9,000	(7,616.52)	84.63%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Store Supplies	336.14	5,300	(4,963.86)	93.66%
Cost of Goods Sold	238.33			
Consignment Expenses	515.40	4,000	(3,484.60)	87.12%
Subtotal Visitor Center Store	2,473.35	18,300	(15,826.65)	86.48%
Marketing Expenses				
Advertising Expense				
Agency Advertising	88,328.72	515,107	(426,778.28)	82.85%
Non-Agency Advertising	8,451.26	19,000	(10,548.74)	55.52%
Agency Fees	74,812.50	179,550	(104,737.50)	58.33%
Promotion				
Promotion Expenses	62,446.55	134,100	(71,653.45)	53.43%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	768.25	3,900	(3,131.75)	80.30%
Printing				
Visitors Guide Expense	18,882.76	50,000	(31,117.24)	62.23%
Other Brochures	140.60	43,100	(42,959.40)	99.67%
Website	2,743.17	11,000	(8,256.83)	75.06%
Mailings	2,000.00	10,400	(8,400.00)	80.77%
Sales and Development				
Promotional Items	176.33	11,800	(11,623.67)	98.51%
Groups	1,886.44	9,750	(7,863.56)	80.65%
Sports	5,461.14	32,000	(26,538.86)	82.93%
Meetings	53.69	12,100	(12,046.31)	99.56%
Memberships	18,136.00	33,350	(15,214.00)	45.62%
Tourism & Client Development	11,066.33	36,100	(25,033.67)	69.35%
Subtotal Marketing Expenses	295,353.74	1,102,757	(807,403.26)	73.22%
Payroll				
Wages Expense	379,733.13	1,151,677	(771,943.87)	67.03%
Payroll Tax Expense				
Federal (941) Payroll Taxes	27,918.67	88,037	(60,118.33)	68.29%
SUTA	2,174.45	7,806	(5,631.55)	72.14%
Benefits				
Health and Other Emp Insurance	53,925.15	172,375	(118,449.85)	68.72%
Company Ret Contributions	8,942.67	33,038	(24,095.33)	72.93%
Car Allowance	1,041.65	5,000	(3,958.35)	79.17%
Contract Labor	9,544.18	84,800	(75,255.82)	88.75%
Payroll Processing Fees	3,231.01	10,940	(7,708.99)	
Subtotal Payroll Expenses	486,510.91	1,553,673	(1,067,162.09)	68.69%
Office and Administrative Expenses				
Office Expenses				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office Supplies	2,809.83	12,400	(9,590.17)	77.34%
Office Equipment Leases	2,722.06	8,200	(5,477.94)	66.80%
Office Equipment Purchases	1,054.35	1,800	(745.65)	41.43%
Subscriptions	268.06	1,100	(831.94)	75.63%
Employee Relations	1,429.06	5,300	(3,870.94)	73.04%
Training	1,425.23	19,000	(17,574.77)	92.50%
Postage and Shipping	568.13	1,400	(831.87)	59.42%
Fees				
Bank Service Charges	314.84	500	(185.16)	37.03%
Credit Card Fees	1,225.91	7,000	(5,774.09)	82.49%
Business Taxes and Licenses	1,984.31	15,000	(13,015.69)	86.77%
Accounting, Audit, & Legal Fees				
Accounting Fees	0.00	12,000	(12,000.00)	100.00%
Audit Fees	16,000.00	24,000	(8,000.00)	33.33%
Legal Fees	1,439.74	5,500	(4,060.26)	73.82%
Collection Expense	24,557.30	76,244	(51,686.70)	67.79%
Travel				
Lodging	5,780.35	21,850	(16,069.65)	73.55%
Mileage	593.76	2,900	(2,306.24)	79.53%
Transportation	2,590.67	18,700	(16,109.33)	86.15%
Meals Out of Town	1,528.13	4,200	(2,671.87)	63.62%
IT Expenses				
Computer Hardware	6,190.38	21,000	(14,809.62)	70.52%
Software Purchases and Subs	16,034.07	30,900	(14,865.93)	48.11%
IT Support and Consulting	23,514.65	38,600	(15,085.35)	39.08%
Insurance				
Insurance - Building & Contents	0.00	15,000	(15,000.00)	100.00%
Insurance - W/C	0.00	1,400	(1,400.00)	100.00%
Facilities				
Rent	17,560.00	39,840	(22,280.00)	55.92%
Internet/Telephone	13,929.19	34,080	(20,150.81)	59.13%
Utilities				
Electric	26,130.85	68,477	(42,346.15)	61.84%
Gas	7,682.09	13,060	(5,377.91)	41.18%
Water	3,900.81	15,500	(11,599.19)	74.83%
Repairs and Maintenance	26,433.03	88,000	(61,566.97)	69.96%
Janitorial Supplies	6,938.65	31,800	(24,861.35)	78.18%
Maintenance Contracts	14,700.78	41,300	(26,599.22)	64.40%
FFE & Improvements	25,400.01	200,500	(175,099.99)	87.33%
Subtotal Office and Administrative Expenses	254,706.24	876,551	(621,844.76)	70.94%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ May 31, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Other Expenses				
Bond Payments	292,132.85	707,000	(414,867.15)	58.68%
Grants Awarded				
Current Year Spring	41,940.00	120,000	(78,060.00)	65.05%
TheatreSquared Contribution	0.00	200,000	(200,000.00)	100.00%
Cyclocross Events	156,205.90	540,736	(384,530.10)	100.00%
Total Other Expenses	490,278.75	1,567,736	(1,077,457.25)	0.69
Total Operating Expenses	1,561,275.38	5,346,353	(3,785,077.62)	
Net Income/(Loss) Before Other Revenue and Expenses	121,155.95	0	121,155.95	
Other Expenses				
Depreciation Expense	57,927.75			
Total Other Expenses	57,927.75	0	57,927.75	100.00%
Net Income/(Loss)	63,228.20	0	63,228.20	
Net Change	63,228.20		63,228.20	



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Jodi Batker
Paralegal

TO: Mayor Jordan
City Council
A&P Commissioners

CC: Brian Thomas, City Prosecutor

FROM: Kit Williams, City Attorney

A handwritten signature in blue ink, appearing to read "Kit Williams", with a long horizontal flourish extending to the right.

DATE: June 17, 2020

RE: Overdue HMR collection efforts for March thru May of 2020

Attached please find the City Prosecutor's June 16, 2020 report which showed their collection efforts from March through May. The City Prosecutor's Office collected **\$8, 143.95** during this period with most Court and collections efforts hampered in the early months of the Covid-19 Pandemic Emergency closure requirements for most restaurants. Thus, for the first five months of 2020, the City Prosecutor's Office has collected **\$17,831.94** for a monthly average of **\$3,566.38**. The City Prosecutor's Office has not opened any new cases since March.

Brian Thomas - City Prosecutor
Jacob DeYoung - Deputy City Prosecutor



Mandy Finklea - Office Administrator
city_prosecutor@fayetteville-ar.gov

OFFICE OF THE CITY PROSECUTOR

MEMO

TO: ***Kit Williams***
 Fayetteville City Attorney

FROM: ***Brian Thomas*** 
 Fayetteville City Prosecutor

DATE: ***June 16, 2020***

RE: ***Status of Active HMR cases***

1. *Collected in May: \$8,143.95, YTD total: \$17,831.94.*
2. *Our office has not received any new HMR Cases to review since March.*
3. *Currently, our Open Cases are being monitored until further notice.*

MARKETING REVIEW

JAN-MAY 2019 VS JAN-MAY 2020

Overall Users:

126,448 vs 76,120: -40%

Overall Sessions:

149,546 vs 89,417: -40%

Organic Search (Users):

45,148 vs 36,669: -19%

Landing Page Views:

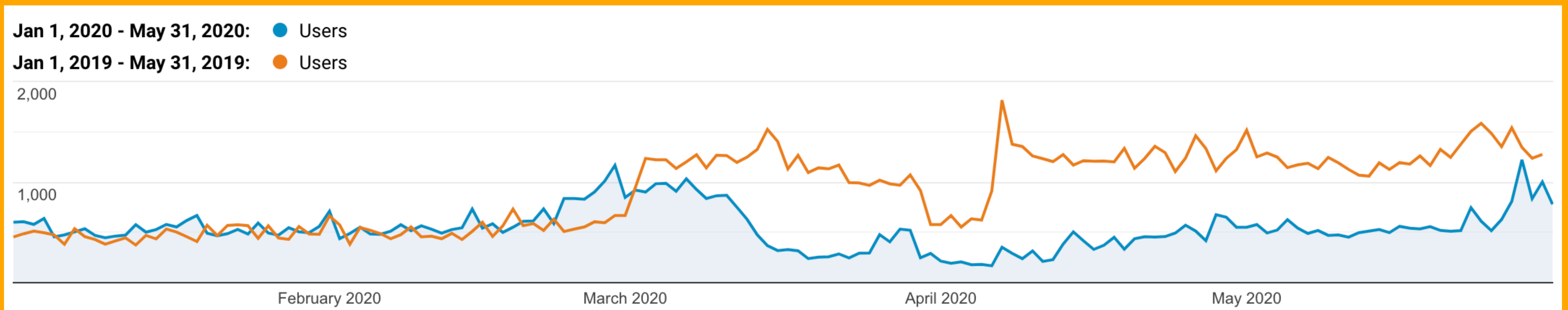
59,178 vs 10,820: -82%

Online Guide Requests:

3,572 vs 2,923: -18%

OVERALL USERS

JAN-MAY 2019 VS JAN-MAY 2020



RALLY PROGRAM - OVERVIEW

Multi-channel messaging aimed at Fayetteville residents to promote pickup and delivery at local restaurants during pandemic restrictions.

“Local love” landing page with helpful information:

- Updated list of restaurants/services
 - Infographic
 - Resources for hospitality industry workers
 - Zoom backgrounds
 - Puzzles
-

Organic social media posts (with a boosting budget)

Display advertising on Fayetteville Flyer (with existing ExpFay contract)

Earned media outreach - TV, radio

Sticker for restaurants

"LOCAL LOVE" LANDING PAGE APRIL 20 - MAY 31

Pageviews: **4,146**

Avg time on page: **0:57**

Bounce rate: **62%**

States

Arkansas: **82.4%**

Texas: **8.9%**

Oklahoma: **2.6%**

Tennessee: **1.5%**

Missouri: **1.4%**

Channel

Social: **79.5%**

Direct: **13.9%**

Referral: **4.9%**

Organic: **1.4%**

EAT SLEEP EXPERIENCE ABOUT GUIDE

LOCAL LOVE

APPLE BLOSSOM BREWING COMPANY

VISITOR'S GUIDE

THE OFFICIAL VISITOR'S GUIDE

EXPERIENCE FAYETTEVILLE

Get Yours!

POPULAR STORIES

Support

Spend A Little, Help A Lot

Now more than ever, one of the best parts of Fayetteville – our local restaurants and their amazing staff – needs our help. So, let's come together as a community to show our support from the safety of our homes and vehicles!

If Fayetteville residents do their part by ordering takeout or delivery from time to time, we can help local businesses in a big way! So, we've put together resources that can help our favorite restaurants through this pandemic and show support for our community. Below are links to help you decide where to order takeout, helpful information for relief efforts and custom-made video conference backgrounds featuring some of our favorite locations, activities and art around town. Let's support [#FayettevilleTogether](#) in whatever way we can! Here's how:

Spend a Little

If you want to support your favorite local restaurant, right now the best way is to order curbside pickup or delivery. So, we're keeping a running list of participating restaurants in town. [Click to learn more!](#)

Share

Whether or not you can support restaurants financially at this time, sharing this message of unity to friends and family helps a lot. Help us spread the word by sharing posts and using the hashtag [#FayettevilleTogether](#). Also, here's a helpful [infographic](#) you can share.

Support

WEBSITE TRAFFIC TRENDS MAY 1 - 31 VS PREVIOUS 31 DAYS

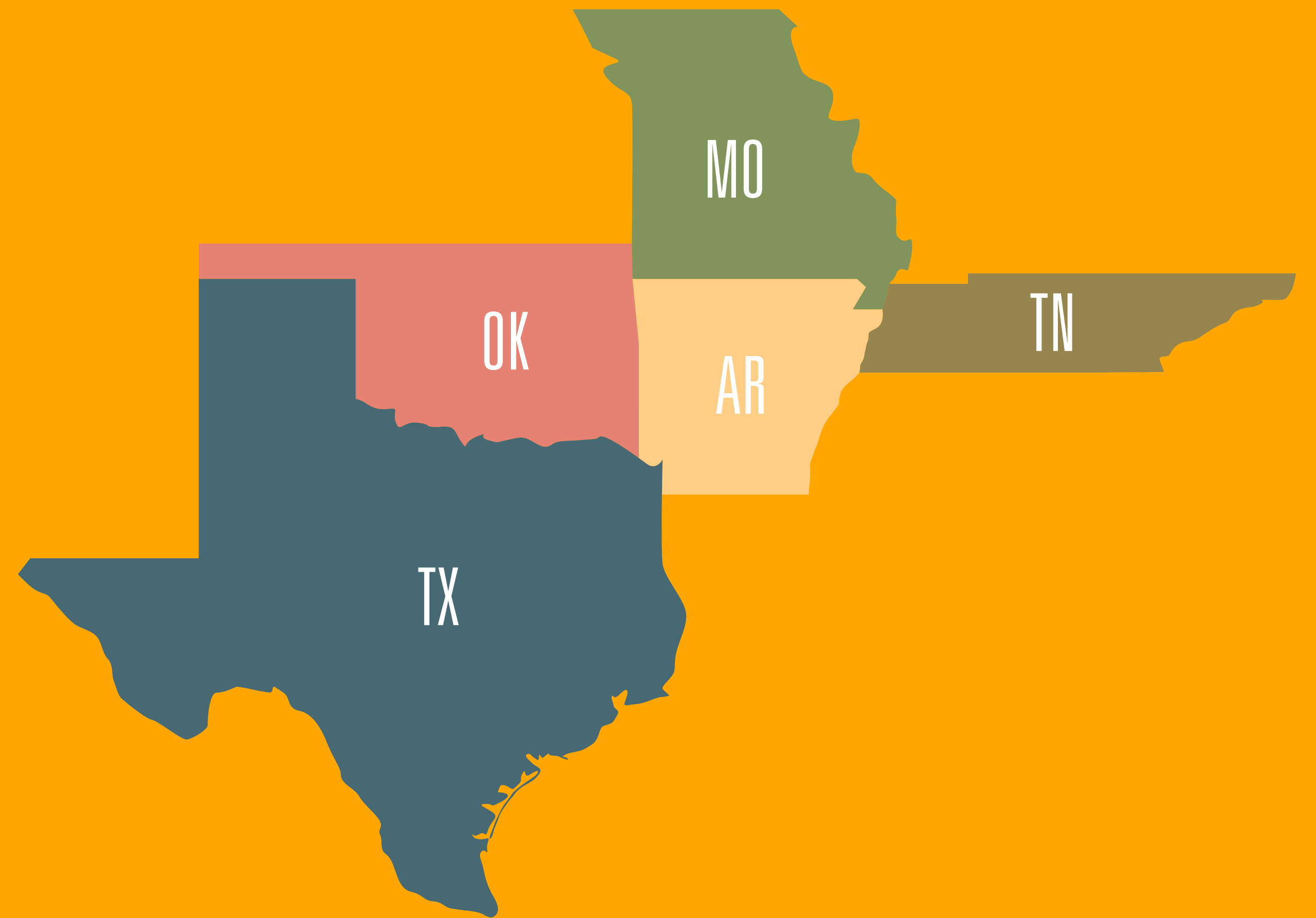
Traffic by State

Arkansas:	+55%
Texas:	+86%
Missouri:	+112%
Oklahoma:	+131%
Tennessee:	+107%

Traffic by Channel

Organic:	+77%
Paid Search:	+60%
Social:	+73%
Direct:	+26%
Referral:	+37%

Takeaway: Out-of-state consumers significantly increased their travel research in the month of May indicating future travel intentions.



PANDEMIC IS CHANGING WHICH ACTIVITIES WEBSITE VISITORS ARE INTERESTED IN:

More Interested In

Cycling: +521%
Fishing: +119%
Hiking Trails: +51%
River Floats: +42%

Less Interested In

Events: -80%
Dickson Street: -39%
Sleep (Hotels, etc): -38%
Art: -35%

PAID SEARCH MAY 2020

Consumer/Leisure

Impressions: 33,499

Clicks: 3,938 (+42% Vs MOM)

CTR: 11.76% (+36% Vs MOM)

CPC: \$0.91

“Brand” adgroup clicks = +460% vs April

“Cycling” adgroup CTR = 24.97% (highest)

“Regional Greenway” ad = most clicked ad April & May

Top locations: 1) Fayetteville, 2) Springdale, 3) Bentonville

Spanish

Impressions: 6,878

Clicks: 418

CTR: 6.08%

CPC: \$2.39

Clicks, impressions & CTR increased vs April

Top locations: 1) Springdale, 2) Rogers, 3) Fayetteville

Town Center

Impressions: 6,480

Clicks: 481

CTR: 7.42%

CPC: \$2.44

“Weddings” adgroup = *82% of clicks