

**Fayetteville Advertising and
Promotion Commission**

July 20, 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 2020 minutes
- III. New Business
 - A. HMR collections for May, financial report
 - B. Marketing Report: Hazel Hernandez
 - C. CEO Report:
 - i. Update on Clinton House Museum Committee
 - ii. Unit updates
 - iii. Hospitality outreach efforts
 - iv. Review of other A&P Commission collection and outreach efforts
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

Fayetteville Advertising and Promotion Commission
Minutes from June 22, 2020 Meeting
Virtual Public Meeting, Via Zoom

Commissioners Present: Matthew Petty, Chairperson; Todd Martin; Reese Roberts; Katherine Kinney

Commissioners Absent: Robert Rhoads, Chrissy Sanderson, Sarah Bunch

Staff: Molly Rawn, Chief Executive Officer, Hazel Hernandez, Vice President of Sales and Marketing, Tina Archer Cope, FTC General Manager

- I. Commissioner Petty called the meeting to order at 2:01 p.m.
- II. Commissioner Martin made a motion to approve the May minutes and Commissioner Roberts seconded. Commissioner Petty held a roll call vote with minutes approved unanimously.
- III. New Business
 - a. Marketing Report - Hazel Hernandez, VP of Sales and Marketing
 - i. Year over Year traffic to website is down substantially. Organic search and online Visitors Guide downloads have increased.
 - ii. Our Local Love "Spend a Little, Help a Lot" continues to receive a lot of traction
 - iii. Online viewers are more interested in outdoor activities than events, art, lodging; we continue to increase our outdoor content.
 - iv. Commissioner Kinney thanked Hazel for the great work and ability to shift our messaging quickly and serve and promote our community.
 - b. CEO Report – Molly Rawn
 - i. Rawn began by giving an overview of each FAP unit:
 - ii. Fayetteville Town Center: it has remained closed to the public per our plan submitted to AR Dept of Health and is only open for events booked by our clients.
 1. Pre-pandemic: 7 full-time, 6 regular part-time, 4 part-time bartenders, 1 part-time janitor through a temp service
 2. Temporary: 2 FT on furlough, all PT laid-off due to lack of work
 3. Permanent: 1 FT position eliminated, bartenders are no longer employees, shift to contract labor
 4. Currently we have 1 booking for July
 5. Farmer's Market return to the square has been challenging as we serve as not only the public restrooms, but also the parking garage; we are very grateful to the city for providing cleaning services for the restrooms.
 - iii. Clinton House Museum:
 1. Pre-pandemic: 2 FT, 2 PT
 2. Eliminated 1 FT position, 1 PT laid off due to lack of work, 1 already vacant
 3. We will re-open with our director and 1 PT staff

4. We are using Shiloh Museum of Ozark History and UA Campus as key indicators of opening date
 5. Commissioner Martin asked if we had long term plans for the Clinton House. Chair Petty asked that we take up this question when we discuss the budget. Additionally, he stated that there isn't a long-term plan and that he suggests we make time to formulate a plan.
- iv. Experience Fayetteville:
1. Pre-pandemic: 10 FT, 3 PT
 2. Eliminated all 3 PT positions for remainder of the year
 3. 4 FT employees placed on a 60/40 workshare program, pursuing this option with additional team. This has allowed us to not have to make further layoffs across all departments and has been financially beneficial to staff.
 4. Two options for re-opening the Visitors Center:
 - a. Originally looking at July 7 with reduced hours, Tuesday – Saturday
 - b. Now considering the UA opening date as our opening date
 - c. This decision will be driven by a decrease in cases and the ability to add more team to the workshare program
 5. First Thursday has been cancelled for the remainder of the season. This is, as you will see in the budget, a budgetary and logistical one as much as a safety one. We've shifted our team member responsible for First Thursday to working on several CycloCross projects, as there are funds in that grant dedicated for event planning staff.
 6. Experience Fayetteville will remain on a work from home plan for non-essential employees through the end of summer.
- v. HMR April 2020
1. Collections down 47% for the same period in 2019
 2. Collections are down over 17% year over year
 3. Considering only restrictions, these should be the worst numbers we see as April was the month with the most restrictions on both hotels and restaurants
 - a. Lodging revenue:
 - i. March -40.01%
 - ii. April -68.11%
 - b. Food revenue
 - i. March -19.48%
 - ii. April -21.7%
- vi. Budget Reduction Presentation
1. Phase 2 of our adjustments will hopefully last us through year's end without having to dip into the investment account at the city. It leaves us \$511,779 entering in to 2021.
 2. We have \$707,000 in bond obligations and \$200,000 to TheaterSquared, over \$900,000 in debt service.
 3. Budget reduction goals have been three-fold:
 - a. Minimize the impact to staff for the long term
 - b. Do not touch the investment account

- c. Retain all assets
4. Revenue Changes:
 - a. Down 37% overall
 - b. Down 32% at EF
 - c. Down 62% at FTC
 - d. Down 67% at CHM
 5. Expense Changes
 - a. Down 23% overall
 - b. Down 23% at EF
 - c. Down 22% at FTC
 - d. Down 30% at CHM
 6. Total loss - \$743,358
 7. By category
 - a. 28% decrease in payroll costs
 - b. 37% decrease in marketing
 - c. 52% in sales
 - d. 32% in office and admin
 - e. 20% in facilities
 - f. 6% in IT
 8. We awarded \$120,000 in grants to organizations in January. Rawn estimates that we may expend only \$70,000 of that amount as many events have cancelled or been reduced.
 9. Clinton House Museum: Before budget questions were taken, Rawn brought up several points concerning Clinton House Museum. She recognized that a long-term plan for the museum is needed and also pointed out from a budgetary perspective, ceasing operations at the museum would not be a big cost savings at this point in the year as we still have obligations such as rent, exhibits and more. Commissioner Martin requested that we discuss a long-term plan in the near future to determine if the museum remains a part of FAP or is partnered with another organization. Rawn said that it would be warranted to have a conversation with the CHM's board of directors. Chair Petty said we should have a preliminary discussion at the next meeting and can take into consideration the next steps, such as discussions with the CHM board of directors.
 10. Commissioner Martin asked about the \$200,000 payment to TheaterSquared and if we had any flexibility in the amount or timing of those payments. Chair Petty was able to clarify that this payment represents a good base of their funding and it would certainly affect their operating expenses. Rawn offered to reach out to TheaterSquared to gather some information to help answer these questions.

11. Rawn quickly outlined that Phase Three, if needed, would include further staff reductions and liquidating assets.
 12. Commissioner Roberts asked about the agency retainer line item and if it could be reduced. Rawn stated that the retainer covered work on many ongoing projects such as the Visitors Guide, the Local Love campaign and video and photos assets which can be used now and in the future. Rawn stated that she would be happy to talk with our agency about any possible alterations to this expense while noting that we do have a contract for this amount and this amount of work for this year.
 13. Additionally, Commissioner Roberts asked if the FTC had options to pivot their business model and do events on the plaza. General Manager Tina Archer Cope discussed the packages they are promoting that do utilize their outdoor space.
 14. Chair Petty asked if there are other questions on the budget. Commissioner Martin asked we will have opportunities to continue budget discussions after this budget adjustment if it approves. Rawn said yes, we will have more budget discussions this year and most likely another budget adjustment.
 15. Commissioner Sanderson moved to approve the budget as presented and Commissioner Roberts seconded. Chair Petty held a roll call vote with the budget approved unanimously.
- c. Vote: Opening a new bank account at First Security Bank dedicated to restricted, CycloCross grant funds. This new account would have the same signatories as the operational accounts: CEO, Director of Operations, and Commission Chairperson.
 - i. Commissioner Roberts made a motion to open up a bank account at First Security Bank dedicated to CycloCross grant funds and Commissioner Sanderson seconded. Chair Petty held a roll call vote and it was approved unanimously.
 - d. Rawn pointed out the memos from the city concerning the status of HMR collections. At this time, the city is monitoring open cases and has not received any new cases.
 - e. In closing, Rawn gave an update on the third party deliver service task force she discussed forming at the May meeting. She does plan to have this task force assembled in July, ensuring that it includes representatives of a variety of dining options and the community.
 - f. Commissioner Petty adjourned the meeting at 3:16 p.m.

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

May Activity

\$13,152 + **\$177,544**
Lodging + Restaurant

\$36,727

Prior Dues Collected

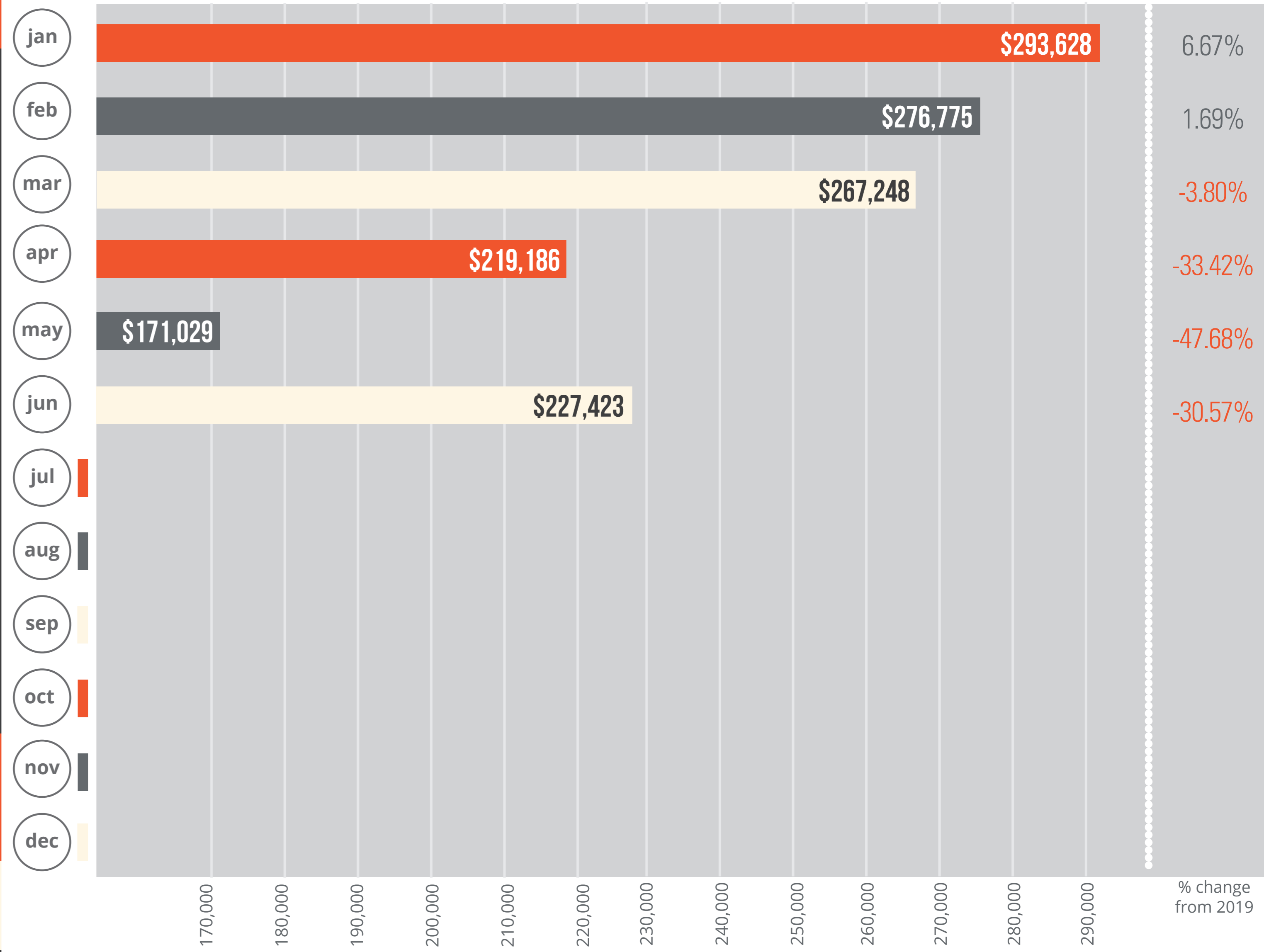
\$227,423

Total HMR Collected

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

2016	2017	2018	2019	2020
\$1,607,642	\$1,662,691	\$1,744,138	\$1,808,921	\$1,455,289
9.27%	3.42%	4.90%	3.71%	-19.55%
% 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 June 30, 2020

ASSETS

Current Assets

Cash

1st Security A&P/EF	585,790.27	
1st Security Fayetteville TC	517,173.78	
1st Security Clinton House	2,174.04	
1st Security Cyclocross	949,748.72	
Arvest Payroll Account	60,939.49	
EF/CVB Cash in Register	100.00	
TC Cash on Hand	1,000.00	
CHM Cash In Register	100.00	
Subtotal: Cash		2,117,026.30

Investments

Investments	1,071,117.18	
Investments: Adjust to Market	3,198.95	
Subtotal: Investments		1,074,316.13

Accounts Receivable

Accounts Receivable - City Parking	464.00	
Accounts Receivable (TC)	108,185.07	
HMR Funds Due from City	165,245.03	
Total Accounts Receivable		273,894.10

Prepaid Expenses		17,749.57
Deposits		30,617.00
Inventory Asset - EF/CVB		4,026.15
Inventory Asset - CHM		6,769.46

Total Current Assets **3,524,398.71**

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	(1,142,477.15)	
Subtotal: Capital Assets	2,539,348.35	

Construction in Progress	77,693.23	
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Total Other Assets **2,617,041.58**

TOTAL ASSETS **6,141,440.29**

Fayetteville A&P Commission

Balance Sheet

As of June 30, 2020

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	33,134.03	
Sales Tax Payable	407.57	
Unearned Revenue 2020	116,982.50	
Unearned Revenue 2021	60,336.50	
Notes Payable	<u>2,514.98</u>	
Subtotal: Current Liabilities	213,375.58	

Total Liabilities

213,375.58

Equity

Fund Balance	4,946,572.81	
Temporarily Restricted Funds	375,000.00	
Net Revenue		
Gain/(Loss) on Investments	166,840.73	
Net Revenue	<u>439,651.17</u>	<u>606,491.90</u>

Total Equity

5,928,064.71

TOTAL LIABILITIES AND EQUITY

6,141,440.29

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	1,426,571.43	3,782,224	(2,355,652.57)	62.28%
PY HMR Taxes	28,717.75	30,000	(1,282.25)	4.27%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	1,455,289.18	3,812,224	(2,356,934.82)	61.83%
Rental Revenue				
Facility Rental	80,575.63	492,030	(411,454.37)	83.62%
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	140,276.59	781,377	(641,100.41)	82.05%
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	2,841.41	4,000	(1,158.59)	28.96%
Subtotal Event Revenue	7,841.41	29,500	(21,658.59)	73.42%
Clinton House Museum Revenue				
Museum Store Sales	1,084.03	8,800	(7,715.97)	87.68%
Admission Revenue	0.00	1,000	(1,000.00)	
Donations	1,048.13	10,000	(8,951.87)	89.52%
Membership				
Subtotal Clinton House Museum Revenue	2,132.16	19,800	(17,667.84)	89.23%
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales	3,161.45	12,500	(9,338.55)	74.71%
Consignment Sales	392.00	5,800	(5,408.00)	93.24%
Subtotal Visitor Center Revenue	3,553.45	18,300	(14,746.55)	80.58%
Parking Revenue				
Parking Machine Revenue	2,913.80	16,500	(13,586.20)	82.34%
Parking Lease Revenue	4,376.60	13,800	(9,423.40)	68.29%
Subtotal Parking Revenue	7,290.40	30,300	(23,009.60)	75.94%
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	872.00	0	872.00	-100.00%
WFF Cycling Coordinator Grant	32,654.50	53,316	(20,661.50)	100.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	625,000.00	540,736	84,264.00	100.00%
Cyclocross Events Revenue	0.00	15,000	(15,000.00)	100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor	0.00	5,000	(5,000.00)	100.00%
Subtotal Other Revenue	658,526.50	614,052	44,474.50	
Interest and Investment Revenue				
Investment Account Interest	9,470.04	9,900	(429.96)	4.34%
Checking Account Interest	4,207.27	7,900	(3,692.73)	46.74%
Subtotal Interest and Investment Revenue	13,677.31	17,800	(4,122.69)	23.16%
Total Revenue	2,290,737.00	5,346,353	(3,055,616.00)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses	0.00	0	0.00	100.00%
Linens	3,410.31	18,000	(14,589.69)	81.05%
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	15,248.16	107,936	(92,687.84)	85.87%
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	2,783.97	2,900	(116.03)	4.00%
Subtotal Event Expenses	2,783.97	62,900	(60,116.03)	95.57%
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	6,352.98	15,000	(8,647.02)	
Exhibit Expenses	1,698.45	15,000	(13,301.55)	88.68%
Fundraising	2,529.50	3,000	(470.50)	15.68%
Subtotal Clinton House Museum	16,393.65	56,500	(40,106.35)	70.98%
Visitor Center Store				
Goods for Sale	1,423.80	9,000	(7,576.20)	84.18%
Store Supplies	622.66	5,300	(4,677.34)	88.25%
Cost of Goods Sold	238.33			

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Consignment Expenses	573.60	4,000	(3,426.40)	85.66%
Subtotal Visitor Center Store	2,858.39	18,300	(15,441.61)	84.38%
Marketing Expenses				
Advertising Expense				
Agency Advertising	94,118.30	515,107	(420,988.70)	81.73%
Non-Agency Advertising	9,006.31	19,000	(9,993.69)	52.60%
Agency Fees	89,775.00	179,550	(89,775.00)	50.00%
Promotion				
Promotion Expenses	64,869.76	134,100	(69,230.24)	51.63%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	932.88	3,900	(2,967.12)	76.08%
Printing				
Visitors Guide Expense	18,882.76	50,000	(31,117.24)	62.23%
Other Brochures	308.52	43,100	(42,791.48)	99.28%
Website	3,970.16	11,000	(7,029.84)	63.91%
Mailings	3,000.00	10,400	(7,400.00)	71.15%
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	11,089.15	36,100	(25,010.85)	69.28%
Subtotal Marketing Expenses	321,666.44	1,102,757	(781,090.56)	70.83%
Payroll				
Wages Expense	441,591.12	1,151,677	(710,085.88)	61.66%
Payroll Tax Expense				
Federal (941) Payroll Taxes	32,358.55	88,037	(55,678.45)	63.24%
SUTA	2,174.45	7,806	(5,631.55)	72.14%
Benefits				
Health and Other Emp Insurance	65,897.39	172,375	(106,477.61)	61.77%
Company Ret Contributions	10,559.84	33,038	(22,478.16)	68.04%
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	3,646.51	10,940	(7,293.49)	
Subtotal Payroll Expenses	566,813.69	1,553,673	(986,859.31)	63.52%
Office and Administrative Expenses				
Office Expenses				
Office Supplies	2,952.64	12,400	(9,447.36)	76.19%
Office Equipment Leases	3,198.40	8,200	(5,001.60)	61.00%
Office Equipment Purchases	1,054.35	1,800	(745.65)	41.43%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subscriptions	297.06	1,100	(802.94)	72.99%
Employee Relations	1,429.06	5,300	(3,870.94)	73.04%
Training	2,715.23	19,000	(16,284.77)	85.71%
Postage and Shipping	724.03	1,400	(675.97)	48.28%
Fees				
Bank Service Charges	336.59	500	(163.41)	32.68%
Credit Card Fees	1,346.00	7,000	(5,654.00)	80.77%
Business Taxes and Licenses	4,484.31	15,000	(10,515.69)	70.10%
Accounting, Audit, & Legal Fees				
Accounting Fees	0.00	12,000	(12,000.00)	100.00%
Audit Fees	20,000.00	24,000	(4,000.00)	16.67%
Legal Fees	1,943.74	5,500	(3,556.26)	64.66%
Collection Expense	29,105.76	76,244	(47,138.24)	61.83%
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	9,314.05	21,000	(11,685.95)	55.65%
Software Purchases and Subs	16,338.74	30,900	(14,561.26)	47.12%
IT Support and Consulting	26,877.15	38,600	(11,722.85)	30.37%
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	20,940.00	39,840	(18,900.00)	47.44%
Internet/Telephone	16,583.77	34,080	(17,496.23)	51.34%
Utilities				
Electric	30,925.98	68,477	(37,551.02)	54.84%
Gas	7,885.45	13,060	(5,174.55)	39.62%
Water	4,510.60	15,500	(10,989.40)	70.90%
Repairs and Maintenance	30,504.18	88,000	(57,495.82)	65.34%
Janitorial Supplies	10,092.00	31,800	(21,708.00)	68.26%
Maintenance Contracts	19,084.34	41,300	(22,215.66)	53.79%
FFE & Improvements	30,466.57	200,500	(170,033.43)	84.80%
Subtotal Office and Administrative Expenses	303,602.91	876,551	(572,948.09)	65.36%
Other Expenses				
Bond Payments	350,559.42	707,000	(356,440.58)	50.42%
Grants Awarded				
Current Year Spring	45,440.00	120,000	(74,560.00)	62.13%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
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	552,205.32	1,567,736	(1,015,530.68)	0.65
Total Operating Expenses	1,781,572.53	5,346,353	(3,564,780.47)	
Net Income/(Loss) Before Other Revenue and Expenses	509,164.47	0	509,164.47	
Other Income				
Unrealized Gain/(Loss) on Investments	166,840.73			
Total Other Income	166,840.73			
Other Expenses				
Depreciation Expense	69,513.30			
Total Other Expenses	69,513.30	0	69,513.30	100.00%
Net Income/(Loss)	606,491.90	0	439,651.17	
Net Change	606,491.90		439,651.17	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	1,426,571.43	3,782,224	(2,355,652.57)	62.28%
PY HMR Taxes	28,717.75	30,000	(1,282.25)	4.27%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	1,455,289.18	3,812,224	(2,356,934.82)	61.83%
Rental Revenue				
Facility Rental				
Rental Items				
Alcohol Sales				
Rental Services				
Subtotal Rental Revenue				
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				
Subtotal Event Revenue	5,000.00	25,500	(20,500.00)	80.39%
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	3,161.45	12,500	(9,338.55)	74.71%
Consignment Sales	392.00	5,800	(5,408.00)	93.24%
Subtotal Visitor Center Revenue	3,553.45	18,300	(14,746.55)	80.58%
Parking Revenue				
Parking Machine Revenue				
Parking Lease Revenue				
Subtotal Parking Revenue				
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	200.00	0	200.00	-100.00%
WFF Cycling Coordinator Grant	32,654.50	53,316	(20,661.50)	100.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	625,000.00	540,736	84,264.00	100.00%
Cyclocross Events Revenue	0.00	15,000	(15,000.00)	100.00%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor	0.00	5,000	(5,000.00)	100.00%
Subtotal Other Revenue	657,854.50	614,052	43,802.50	
Interest and Investment Revenue				
Investment Account Interest	9,470.04	9,900	(429.96)	4.34%
Checking Account Interest	2,629.96	4,900	(2,270.04)	46.33%
Subtotal Interest and Investment Revenue	12,100.00	14,800	(2,700.00)	18.24%
Total Revenue	2,135,947.13	4,507,876	(2,371,928.87)	
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	0.00	35,000	(35,000.00)	100.00%
LOTO Expenses	0.00	25,000	(25,000.00)	100.00%
Other Event Expenses	751.72	2,900	(2,148.28)	74.08%
Subtotal Event Expenses	751.72	62,900	(62,148.28)	98.80%
Clinton House Museum				
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				
Goods for Sale	1,423.80	9,000	(7,576.20)	84.18%
Store Supplies	622.66	5,300	(4,677.34)	88.25%
Cost of Goods Sold	238.33			

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Consignment Expenses	573.60	4,000	(3,426.40)	85.66%
Subtotal Visitor Center Store	2,858.39	18,300	(15,679.94)	84.38%
Marketing Expenses				
Advertising Expense				
Agency Advertising	94,118.30	515,107	(420,988.70)	81.73%
Non-Agency Advertising	6,940.99	11,000	(4,059.01)	36.90%
Agency Fees	89,775.00	179,550	(89,775.00)	
Promotion				
Promotion Expenses	63,323.75	125,000	(61,676.25)	49.34%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	932.88	3,900	(2,967.12)	76.08%
Printing				
Visitors Guide Expense	18,882.76	50,000	(31,117.24)	62.23%
Other Brochures	196.86	38,000	(37,803.14)	99.48%
Website	3,218.17	8,200	(4,981.83)	60.75%
Mailings	3,000.00	10,200	(7,200.00)	70.59%
Sales and Development				
Promotional Items	0.00	8,800	(8,800.00)	100.00%
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	12,000	(11,946.31)	99.55%
Memberships	17,406.50	30,000	(12,593.50)	41.98%
Tourism & Client Development	11,036.74	32,000	(20,963.26)	65.51%
Subtotal Marketing Expenses	316,233.22	1,067,007	(750,773.78)	70.36%
Payroll				
Wages Expense	268,245.65	669,725	(401,479.35)	59.95%
Payroll Tax Expense				
Federal (941) Payroll Taxes	19,312.33	51,167	(31,854.67)	62.26%
SUTA	1,140.85	4,602	(3,461.15)	75.21%
Benefits				
Health and Other Emp Insurance	45,177.68	109,820	(64,642.32)	58.86%
Company Ret Contributions	7,090.63	19,860	(12,769.37)	64.30%
Car Allowance	1,041.65	5,000	(3,958.35)	79.17%
Contract Labor	1,925.50	21,000	(19,074.50)	90.83%
Payroll Processing Fees	2,095.64	5,480	(3,384.36)	61.76%
Subtotal Payroll Expenses	346,029.93	886,654	(540,624.07)	60.97%
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,059.84	5,600	(4,540.16)	81.07%
Office Equipment Leases	1,852.67	4,500	(2,647.33)	58.83%
Office Equipment Purchases	297.42	1,000	(702.58)	70.26%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subscriptions	283.90	700	(416.10)	59.44%
Employee Relations	1,343.41	3,000	(1,656.59)	55.22%
Training	1,525.00	14,000	(12,475.00)	89.11%
Postage and Shipping	465.92	900	(434.08)	48.23%
Fees				
Bank Service Charges	208.09	500	(291.91)	58.38%
Credit Card Fees	253.61	2,000	(1,746.39)	87.32%
Business Taxes and Licenses	0.00	2,800	(2,800.00)	100.00%
Accounting, Audit, & Legal Fees				
Accounting Fees	0.00	12,000	(12,000.00)	100.00%
Audit Fees	20,000.00	21,000	(1,000.00)	4.76%
Legal Fees	1,915.20	5,500	(3,584.80)	65.18%
Collection Expense	29,105.76	76,244	(47,138.24)	61.83%
Travel				
Lodging	4,426.03	16,000	(11,573.97)	72.34%
Mileage	468.41	1,200	(731.59)	60.97%
Transportation	1,953.79	13,000	(11,046.21)	84.97%
Meals Out of Town	1,130.49	2,450	(1,319.51)	53.86%
IT Expenses				
Computer Hardware	9,222.91	11,000	(1,777.09)	16.16%
Software Purchases and Subs	11,148.66	23,500	(12,351.34)	52.56%
IT Support and Consulting	25,317.15	36,800	(11,482.85)	31.20%
Insurance				
Insurance - Building & Contents	0.00	11,800	(11,800.00)	100.00%
Insurance - W/C	0.00	1,400	(1,400.00)	100.00%
Facilities				
Rent	480.00	240	240.00	-100.00%
Internet/Telephone	6,646.14	13,600	(6,953.86)	51.13%
Utilities				
Electric	3,971.29	7,177	(3,205.71)	44.67%
Gas	1,107.79	660	0.00	-67.85%
Water	705.42	1,400	(694.58)	49.61%
Repairs and Maintenance	12,269.08	25,000	(12,730.92)	50.92%
Janitorial Supplies	643.26	900	(256.74)	28.53%
Maintenance Contracts	896.32	3,500	(2,603.68)	-100.00%
FFE & Improvements	690.70	75,500	(74,809.30)	99.09%
Subtotal Office and Administrative Expenses	139,388.26	394,871	(255,930.53)	64.70%
Other Expenses				
Bond Payments	350,559.42	707,000	(356,440.58)	
Grants Awarded				
Current Year Spring	45,440.00	120,000	(74,560.00)	62.13%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
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	552,205.32	1,567,736	(1,015,530.68)	0.65
Total Operating Expenses	1,357,466.84	3,997,468	(1,625,156.60)	
Net Income/(Loss) Before Other Revenue and Expenses	778,480.29	510,408	(746,772.27)	
Other Income				
Unrealized Gain/(Loss) on Investments	166,840.73			
Total Other Income	166,840.73			
Other Expenses				
Depreciation Expense	69,513.30			
Total Other Expenses	69,513.30	0	69,513.30	100.00%
Net Income/(Loss)	875,807.72	510,408	(816,285.57)	
Net Change	875,807.72		(816,285.57)	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	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	80,575.63	491,030	(410,454.37)	83.59%
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	140,276.59	780,377	(640,100.41)	82.02%
Event Revenue				
First Thursday Income				
LOTO Income				
Other Event Income	2,841.41	0	2,841.41	-100.00%
Subtotal Event Revenue	2,841.41	0	2,841.41	-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	2,913.80	16,500	(13,586.20)	82.34%
Parking Lease Revenue	4,376.60	13,800	(9,423.40)	68.29%
Subtotal Parking Revenue	7,290.40	30,300	(23,009.60)	75.94%
Advertising Revenue				
Visitor Guide Ad Income				
Banner Income				
Subtotal Advertising Revenue				
Other Revenue				
Other Revenue	322.00	0	322.00	-100.00%
WFF Cycling Coordinator Grant				
WFF Cyclocross Grant				
Cyclocross Grant Funds				
Cyclocross Events Revenue				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor				
Subtotal Other Revenue	322.00	0	322.00	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	1,560.43	3,000	(1,439.57)	47.99%
Subtotal Interest and Investment Revenue	1,560.43	3,000	(1,439.57)	47.99%
Total Revenue	152,290.83	813,677	(661,386.17)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses		0	0.00	100.00
Linens	3,410.31	18,000	(14,589.69)	81.05%
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	15,248.16	107,936	(92,687.84)	85.87%
Event Expenses				
First Thursday Expenses				
LOTO Expenses				
Other Event Expenses	2,032.25	0	2,032.25	-100.00%
Subtotal Event Expenses	2,032.25	0	2,032.25	-100.00%
Clinton House Museum				
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				
Goods for Sale				
Store Supplies				
Cost of Goods Sold				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Consignment Expenses				
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	192.20	3,000	(2,807.80)	-100.00%
Agency Fees				
Promotion				
Promotion Expenses	1,546.01	8,500	(6,953.99)	81.81%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures	0.00	2,100	(2,100.00)	100.00%
Website	49.99	800	(750.01)	93.75%
Mailings				
Sales and Development				
Promotional Items	176.33	2,500	(2,323.67)	92.95%
Groups				
Sports				
Meetings				
Memberships	392.50	2,350	(1,957.50)	83.30%
Tourism & Client Development	52.41	4,000	(3,947.59)	-100.00%
Subtotal Marketing Expenses	2,409.44	23,250	(20,840.56)	89.64%
Payroll				
Wages Expense	131,894.51	363,866	(231,971.49)	63.75%
Payroll Tax Expense				
Federal (941) Payroll Taxes	9,844.44	27,836	(17,991.56)	64.63%
SUTA	913.73	2,289	(1,375.27)	60.08%
Benefits				
Health and Other Emp Insurance	14,069.45	50,692	(36,622.55)	72.25%
Company Ret Contributions	2,669.38	9,793	(7,123.62)	72.74%
Car Allowance				
Contract Labor	7,114.50	62,000	(54,885.50)	88.53%
Payroll Processing Fees	1,550.87	5,460		
Subtotal Payroll Expenses	168,056.88	521,936	(349,969.99)	67.80%
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,371.42	5,100	(3,728.58)	73.11%
Office Equipment Leases	1,345.73	3,700	(2,354.27)	63.63%
Office Equipment Purchases	160.24	800	(639.76)	79.97%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subscriptions	0.00	200	(200.00)	100.00%
Employee Relations	62.30	2,000	(1,937.70)	96.89%
Training	279.00	3,500	(3,221.00)	92.03%
Postage and Shipping	37.53	350	(312.47)	89.28%
Fees				
Bank Service Charges				
Credit Card Fees	704.92	4,100	(3,395.08)	82.81%
Business Taxes and Licenses	4,484.31	12,200	(7,715.69)	63.24%
Accounting, Audit, & Legal Fees				
Accounting Fees				
Audit Fees				
Legal Fees	28.54	0	28.54	-100.00%
Collection Expense				
Travel				
Lodging	0.00	3,750	(3,750.00)	100.00%
Mileage	49.45	1,000	(950.55)	95.06%
Transportation	171.29	3,500	(3,328.71)	95.11%
Meals Out of Town	27.74	1,400	(1,372.26)	98.02%
IT Expenses				
Computer Hardware	8.77	6,000	(5,991.23)	99.85%
Software Purchases and Subs	4,918.26	6,800	(1,881.74)	27.67%
IT Support and Consulting	1,560.00	1,800	(240.00)	13.33%
Insurance				
Insurance - Building & Contents	0.00	2,850	(2,850.00)	100.00%
Insurance - W/C				
Facilities				
Rent	12,000.00	24,000	(12,000.00)	50.00%
Internet/Telephone	8,468.14	17,680	(9,211.86)	52.10%
Utilities				
Electric	26,608.75	60,100	(33,491.25)	55.73%
Gas	6,101.28	11,400	(5,298.72)	46.48%
Water	3,282.27	11,700	(8,417.73)	71.95%
Repairs and Maintenance	18,194.78	55,000	(36,805.22)	66.92%
Janitorial Supplies	8,598.67	30,000	(21,401.33)	71.34%
Maintenance Contracts	18,056.32	37,000	(18,943.68)	51.20%
FFE & Improvements	29,775.87	125,000	(95,224.13)	76.18%
Subtotal Office and Administrative Expenses	146,295.58	430,930	(284,634.42)	66.05%
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
 Year-to-Date @ June 30, 2020

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
TheatreSquared Contribution				
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	0.00
Total Operating Expenses	334,042.31	1,084,052	(746,100.56)	
Net Income/(Loss) Before Other Revenue and Expenses	(181,751.48)	(270,375)	84,714.39	
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)	(181,751.48)	(270,375)	84,714.39	
Net Change	(181,751.48)		84,714.39	

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

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	0.00	1,000	(1,000.00)	100.00%
Rental Items				
Alcohol Sales				
Rental Services				
Subtotal Rental Revenue	0.00	1,000	(1,000.00)	100.00%
Event Revenue				
First Thursday Income				
LOTO Income				
Other Event Income	0.00	4,000	(4,000.00)	100.00%
Subtotal Event Revenue	0.00	4,000	(4,000.00)	100.00%
Clinton House Museum Revenue				
Museum Store Sales	1,084.03	8,800	(7,715.97)	87.68%
Admission Revenue	0.00	1,000	(1,000.00)	
Donations	1,048.13	10,000	(8,951.87)	89.52%
Membership				
Subtotal Clinton House Museum Revenue	2,132.16	19,800	(17,667.84)	89.23%
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	350.00			
WFF Cycling Coordinator Grant				
WFF Cyclocross Grant				
Cyclocross Grant Funds				
Cyclocross Events Revenue				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

Clinton House				
Year-to-Date				
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor				
Subtotal Other Revenue	350.00	0	0.00	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	16.88	0	16.88	-100.00%
Subtotal Interest and Investment Revenue	16.88	0	16.88	
Total Revenue	2,499.04	24,800	(22,650.96)	
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				
LOTO Expenses				
Other Event Expenses				
Subtotal Event Expenses				
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)	-100.00%
First Ladies Garden	6,352.98	15,000	(8,647.02)	57.65%
Exhibit Expenses	1,698.45	15,000	(13,301.55)	88.68%
Fundraising	2,529.50	3,000	(470.50)	15.68%
Subtotal Clinton House Museum	16,393.65	56,500	(40,694.91)	70.98%
Visitor Center Store				
Goods for Sale				
Store Supplies				
Cost of Goods Sold				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Consignment Expenses				
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	1,873.12	5,000	(3,126.88)	62.54%
Agency Fees				
Promotion				
Promotion Expenses	0.00	600	(600.00)	100.00%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures	111.66	3,000	(2,888.34)	96.28%
Website	702.00	2,000	(1,298.00)	64.90%
Mailings	0.00	200	(200.00)	100.00%
Sales and Development				
Promotional Items	0.00	500	(500.00)	100.00%
Groups				
Sports				
Meetings	0.00	100	(100.00)	100.00%
Memberships	337.00	1,000	(663.00)	66.30%
Tourism & Client Development	0.00	100	(100.00)	100.00%
Subtotal Marketing Expenses	3,023.78	12,500	(9,476.22)	75.81%
Payroll				
Wages Expense	41,450.96	118,086	(66,123.88)	64.90%
Payroll Tax Expense				
Federal (941) Payroll Taxes	3,201.78	9,034	(5,832.22)	64.56%
SUTA	119.87	915	(795.13)	86.90%
Benefits				
Health and Other Emp Insurance	6,650.26	11,863	(5,212.74)	43.94%
Company Ret Contributions	799.83	3,385	(2,585.17)	76.37%
Car Allowance				
Contract Labor	504.18	1,800	(1,295.82)	-100.00%
Payroll Processing Fees				
Subtotal Payroll Expenses	52,726.88	145,083	(81,844.96)	63.66%
Office and Administrative Expenses				
Office Expenses				
Office Supplies	521.38	1,700	(1,178.62)	69.33%
Office Equipment Leases				
Office Equipment Purchases	596.69			

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subscriptions	13.16	200	(186.84)	-100.00%
Employee Relations	23.35	300	(276.65)	92.22%
Training	911.23	1,500	(588.77)	39.25%
Postage and Shipping	220.58	150	70.58	-47.05%
Fees				
Bank Service Charges	128.50	0	128.50	-100.00%
Credit Card Fees	387.47	900	(512.53)	56.95%
Business Taxes and Licenses				
Accounting, Audit, & Legal Fees				
Accounting Fees				
Audit Fees	0.00	3,000	(3,000.00)	-100.00%
Legal Fees				
Collection Expense				
Travel				
Lodging	1,354.32	2,100	(745.68)	35.51%
Mileage	75.90	700	(624.10)	89.16%
Transportation	465.59	2,200	(1,734.41)	78.84%
Meals Out of Town	369.90	350	19.90	-5.69%
IT Expenses				
Computer Hardware	82.37	4,000	(3,917.63)	97.94%
Software Purchases and Subs	271.82	600	(328.18)	54.70%
IT Support and Consulting				
Insurance				
Insurance - Building & Contents	0.00	350	(350.00)	100.00%
Insurance - W/C				
Facilities				
Rent	8,460.00	15,600	(7,140.00)	45.77%
Internet/Telephone	1,469.49	2,800	(1,330.51)	47.52%
Utilities				
Electric	345.94	1,200	(854.06)	71.17%
Gas	676.38	1,000	(323.62)	32.36%
Water	522.91	2,400	(1,877.09)	78.21%
Repairs and Maintenance	40.32	8,000	(7,959.68)	99.50%
Janitorial Supplies	850.07	900	(49.93)	5.55%
Maintenance Contracts	131.70	800	(668.30)	-100.00%
FFE & Improvements				
Subtotal Office and Administrative Expenses	17,919.07	50,750	(33,427.62)	64.69%
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ June 30, 2020

Clinton House				
Year-to-Date				
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
TheatreSquared Contribution				
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	
Total Operating Expenses	90,063.38	264,833	(165,443.71)	
Net Income/(Loss) Before Other Revenue and Expenses	(87,564.34)	(240,033)	142,792.75	
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)	(87,564.34)	(240,033)	142,792.75	
Net Change	(87,564.34)		142,792.75	

MARKETING REVIEW

**JAN-JUNE 2019 VS
JAN-JUNE 2020**

Overall Users:

153,291 VS 94,788: -38%

Overall Sessions:

82,449 VS 111,994: -39%

Organic Search (Users):

57,571 VS 47,146: -18%

Landing Page Views:

64,806 VS 11,141: -83%

Online Guide Requests:

4,361 VS 3,683: -16%

SITE TRAFFIC - TOP STATES JUNE 2020

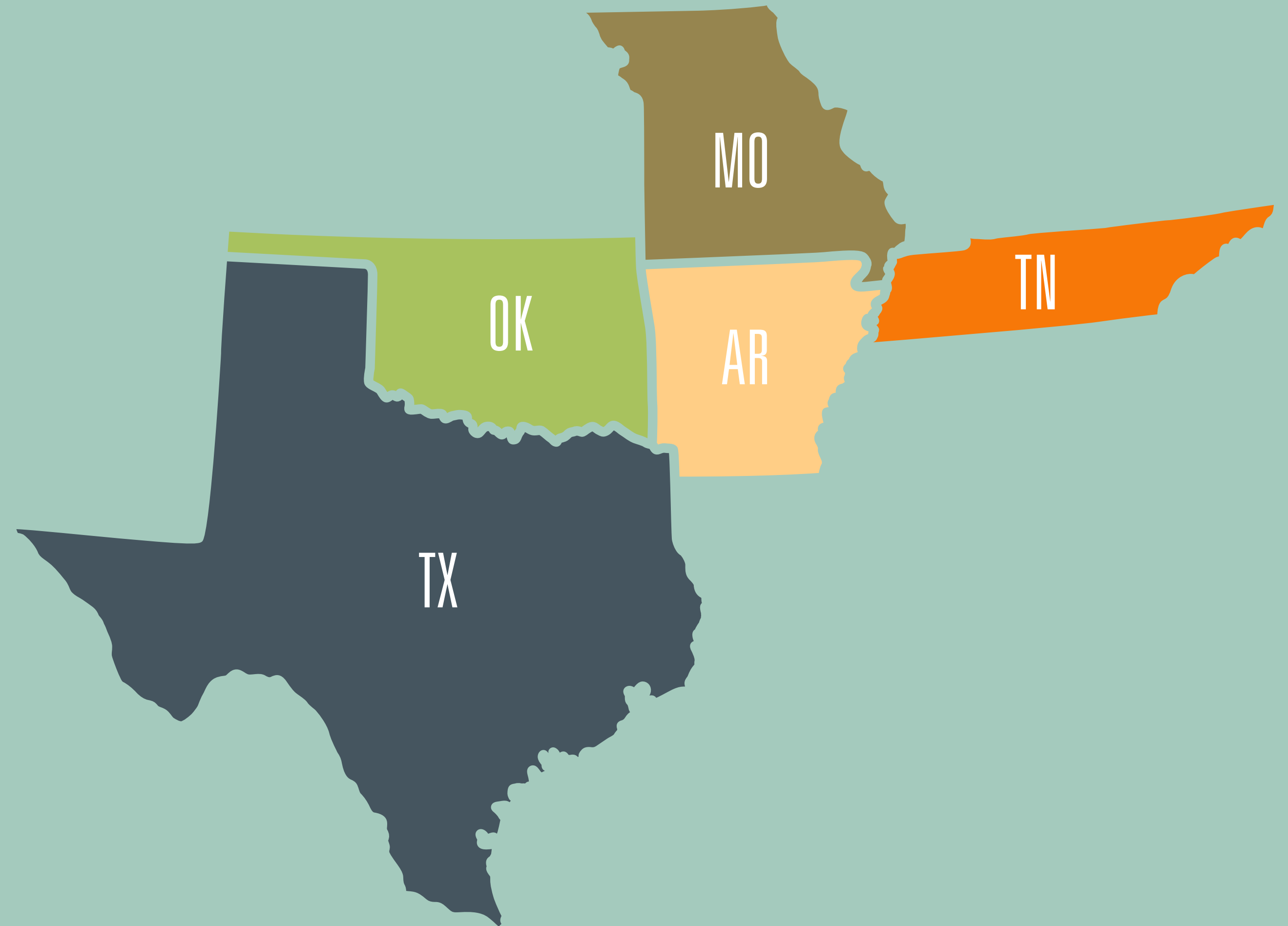
1. Arkansas 44%

2. Texas 20%

3. Missouri 7%

4. Oklahoma 6%

5. Tennessee 3%



SITE TRAFFIC - IN-STATE TOP CITIES

**JUNE 2020
(VS JUNE 2019)**

1. Fayetteville 49% (44%)

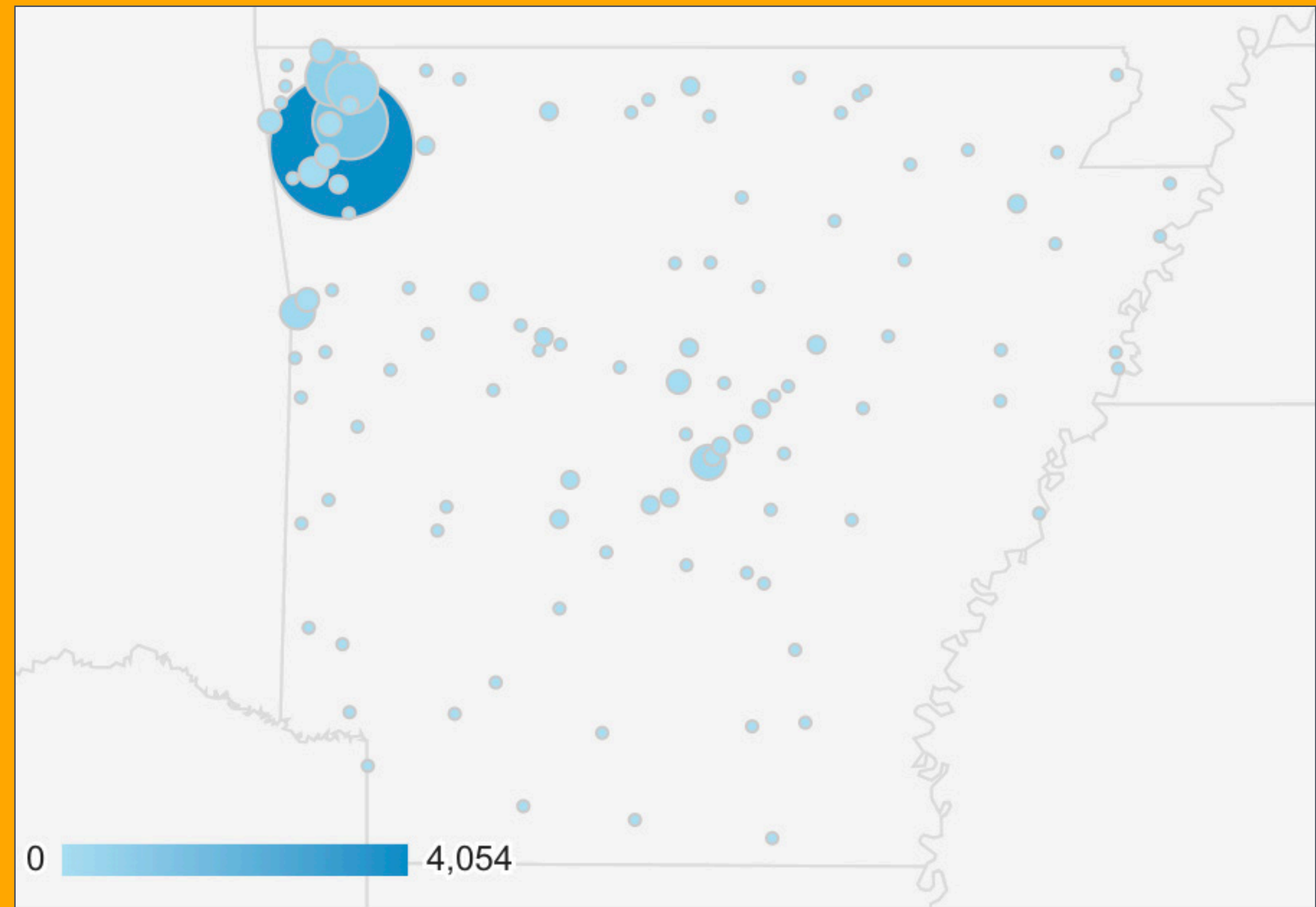
2. Springdale 15% (12%)

3. Bentonville 8% (9%)

4. Rogers 5% (6%)

5. Fort Smith 3% (3%)

6. Little Rock 2% (4%)



WEBSITE TRENDS: USERS, SEO, GUIDES APRIL - JUNE 2020

Overall Users

April: **10,337**

May: **16,684 (+61%)**

June: **18,668 (+81%)**

***June 2020 = -30%**
vs June 2019

Organic Search (Users)

April: **4,380**

May: **7,963 (+82%)**

June: **10,477 (+139%)**

***June 2020 = -16%**
vs June 2019

Online Visitor's Guide requests

April: **247**

May: **546 (+121%)**

June: **760 (+208%)**

***June 2020 = -4%**
vs June 2019

WEBSITE TRENDS: TARGET STATES (USERS) JUNE 2020

Arkansas:

+0.1% vs May
+59% vs April

Texas:

+23% vs May
+133% vs April

Missouri:

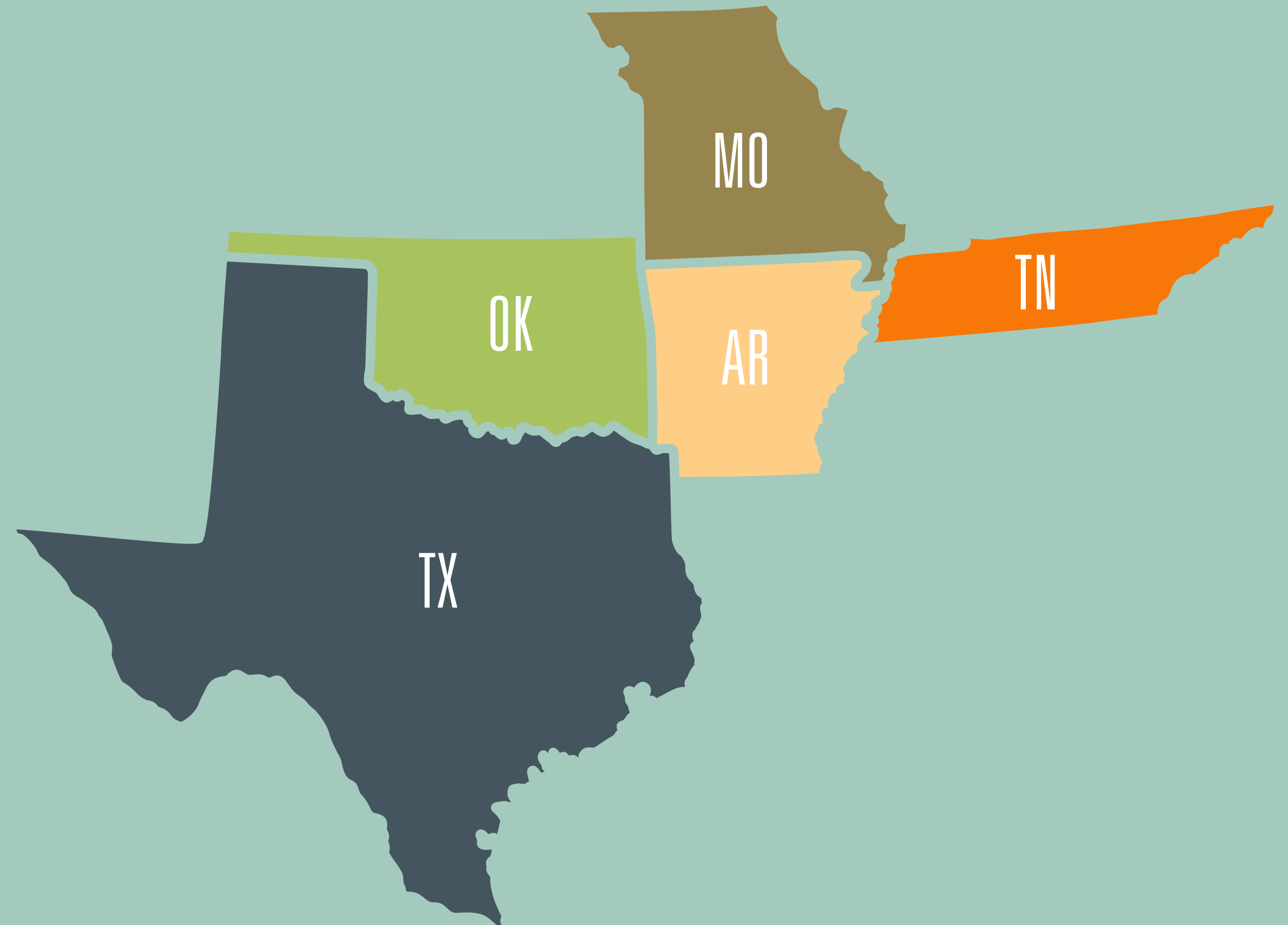
+22% vs May
+166% vs April

Oklahoma:

+27% vs May
+196% vs April

Tennessee:

+16% vs May
+140% vs April



PAID SEARCH JUNE 2020

Consumer / Leisure:

Impressions: **36,932**

Clicks: **4,499**

CTR: **12.18%**

CPC: **\$0.75**

Clicks = **+14%** vs May;

+73% vs April

CTR = **+4%** vs May;

+16% vs April

Town Center:

Impressions: **6,164**

Clicks: **501**

CTR: **8.13%**

CPC: **\$2.33**

“Weddings” adgroup

= **88%** of clicks

(**82%** in May)

Spanish:

Impressions: **4,966**

Clicks: **441**

CTR: **8.88%**

CPC: **\$2.26**

Clicks = **+6%** vs May;

+16% vs April

CTR = **+46%** vs May;

+48% vs April

Rally (5/27-6/30):

Impressions: **119**

Clicks: **16**

CTR: **13.45%**

CPC: **\$10.38**

Fridays = top days for

impressions and clicks

12-2pm = most clicks

5-7pm = impressions peaked

Most clicked ad =

“Support Local Restaurants”