

**Fayetteville Advertising and
Promotion Commission**

October 19, 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. Review and approval of September 2020 minutes
- III. New Business
 - A. Marketing Report: Hazel Hernandez
 - B. CEO Report:
 - i. August HMR report and financials
 - ii. Unit updates
 - iii. November and December meeting dates
 - C. Vote to add Molly Rawn, CEO to the purchasing card account at Arvest Bank. *This is a procedural item and doesn't represent a change in policy or practice. Currently the finance director is the only person authorized to discuss or make changes to the purchasing card account.*
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

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

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

Staff: Molly Rawn, Chief Executive Officer, Hazel Hernandez, Vice President of Sales and Marketing

- I. Commissioner Petty called the meeting to order at 2:01pm
- II. Old Business:
 - A. Commissioner Rhoads moved to approve the June 2020 minutes; Commissioner Sanderson seconded. The motion passed unanimously.
 - B. Commissioner Rhoads moved to approve the July 2020 minutes; Commissioner Sanderson seconded. The motion passed unanimously.
- III. Marketing Report
 - A. Hazel Hernandez presented YTD overviews showing web traffic down 30% from this time last year; however, we are beginning to rebound.
 - B. Our new Visitors Guide is released and is being widely distributed. The cover features 112 Drive In and features Jordyn Wieber, UA Gymnastics Coach; Allen Brummet, owner of Sassy's BBQ; and Ben Upchurch, owner of the Bike Route.
 - C. We resumed advertising August 17 with a summer/fall campaign aimed to reach markets in easy driving distance. The theme "Find Away in Fayetteville" is being included a new video showing more outdoor activities and new murals.
 - D. Hernandez showed two weeks of data collected after we resumed advertising, showing promising impressions and video completion rates. Paid search ads for July and August did well. The Rally Campaign: *Spend a Little, Help a Lot* keeps doing well
- IV. CEO Report
 - A. Staffing Updates
 - i. Of the 20 full-time (19 filled, 1 vacant) and 8 part-time employees pre-pandemic, we currently have
 - a. 15 full-time employees across all units
 - b. 2 part-time staff across all units
 - c. 3 full-time positions eliminated; *15% of our full time work force*
 - d. 6 part-time positions open, not re-hired until needed
 - e. 1 open full-time position in finance, job posted, interviews underway
 - f. 1 vacant position in sports sales, not yet posted, considering a restructure of responsibilities

B. Experience Fayetteville

- i. The Visitors Center re-opened September 8th with reduced hours and capacity.
- ii. The new visitors guide has arrived.
- iii. Working on a comprehensive campaign to market and promote the Fayetteville Traverse
- iv. Lights of the Ozarks will kick off November 20th with a virtual lighting ceremony and no parade.

C. Fayetteville Town Center

- i. Since March 13th, sixty-two (62) events have cancelled their 2020 bookings, of those cancellations, we have been able to re-schedule 20 for 2021
- ii. Since re-opening in June, Fayetteville Town Center has hosted 10 events. During the same period last year we hosted 106
- iii. We have 19 events on our books between now through the end of the year assuming no more cancellations, compared with 117 last year

D. July HMR Activity

- i. July HMR collections for A&P were \$239,932. Rawn noted that the figures below were better than the preceding month
- ii. Lodging:
 - a. July 2020 vs 2019: -32%
 - b. June 2020 vs 2019: -60%
- iii. Restaurant
 - a. July 2020 vs 2019: -13%
 - b. June 2020 vs 2019: -20%

E. August Financial Notes

- i. As of August we are at **-\$26,242.77** consolidated across all units; August 2019 we were at \$34,605.29
 - a. This is not factoring in CycloCross grant funds which are restricted
 - b. Town Center is **-\$298,000**

F. City Collections

- i. Rawn updated the commission on city collections. The city has not been assessing penalties/interest on delinquent HMR payments since March.

- ii. Beginning with September collections, delinquent accounts will be subject to interest
 - iii. Per Commissioner Petty's request, Rawn learned the A&P Commission does not have the authority to pause the collection of the tax as there are bond obligations backed by the tax
- G.** Commissioner Sanderson inquired about the outdoor space at the FTC. Rawn relayed the plaza will be resurfaced and upgraded by the city via bond initiatives.

H. Clinton House Museum Update

- i. A committee met August 6 to discuss the future of the museum in light of budget constraints. In attendance:
 - a. A&P Commissioner Todd Martin
 - b. Mark Henry, outgoing Clinton House Museum board president
 - c. Joyce Kennedy, Clinton House Museum board
 - d. Molly Rawn, A&P CEO
 - e. Angie Albright, Clinton House Museum Director
- ii. The museum reopened September 10, with limited operating hours: Thursdays - Saturday from 10 a.m. to 5 p.m.
- iii. Launched the Atkinson Speaker Series on September 15 with a virtual lecture "*The McGirt Decision and Native American Rights Today*" featuring panelists Stacy Leeds and Rebecca Nagle. 70 people attended.
- iv. Two more speaker series events slated for October
- v. *Sign of the Times*, from Mid-America Arts Alliance is scheduled for December 5th through January 2021.

I. Clinton House Museum Discussion and Motion

- i. Commissioner Martin said that from the August 6th meeting he learned there's not an in-depth fundraising plan.
- ii. He has been concerned since coming onto the commission about the expenses associated with running the Museum and he is proposing that the A&P cease operations and implement a wind down period
- iii. CEO Rawn followed up with a clarification about the lease, that 2021 is the last year the lease will auto renew without being renegotiated.
- iv. CEO Rawn also added that she and Angie Albright were able to speak with the Clinton Foundation based in Little Rock this morning, having a positive discussion.

- v. Chair Petty asked Rawn for financial history:
 - a. 2017 income of \$20,988, expenses were \$200,931
 - b. 2018 income of \$19,377, expenses were \$259,320
 - c. 2019 income of \$19730, expenses were \$249,664

- vi. Chair Petty followed up on Commissioner Martin's suggestion that the Clinton House Museum was potentially beyond our scope to maintain, adding that public support for museums is not unexpected, but the scope of this support in light of the pandemic is what is being specifically considered. Petty opened it up to the commission for questions.
 - a. Commissioner Roberts suggested ceasing regular operations but adding the opportunity to use it as a venue for events.
 - b. Commissioner Martin asked if Rawn had an idea of how much the wind down process would cost. Rawn needs time to determine that. She would want to wind it down in such a way to protect the good work Albright has done but to her best estimation, wind down expenses would not exceed the current 2020 budget.

- vii. Chair Petty asked that we determine our plan now so we can communicate it to the community and organizations involved.
 - a. Commissioner Sanderson asked Commissioner Martin if we could pick this up next year
 - b. Commissioner Martin said he is not against A&P being involved but doesn't want to be the only active partner. This resolution hopefully will motivate other partners and the community to get involved.
 - c. Commissioner Petty stated he was still in listening mode and was open minded about this decision, noting the commission has done some different things, including renovating the space and increasing programming. He thinks we need more voices and institutions at the table to help determine a plausible future for the museum.

- viii. Commissioner Petty opened it up for public comment and reminded everyone of the rules for public commenting. There was no public comment.

- J. Commissioner Petty opened it back up to the commission with Commissioner Kinney stating she would love to see partners and friends of the Museum step up to present a new plan of broader support. Petty asked if Rhoads would like to share and Rhoads summarized that he wanted to support the Museum but not be the sole supporter.

- K. Commissioner Martin presented the following motion: that the Fayetteville Advertising and Promotion Commission empower the CEO to immediately enable a wind down period of all museum related activities through December 31, 2020. Beginning January 1, 2021, the A&P will pay only rent and expenses necessary to maintain the home in its current state through December 31, 2021.
- L. Rawn asked Commissioner Martin if his resolution was more about decreasing the overall FAP budget by a certain amount or if it's specifically about the Clinton House Museum. Commissioner Martin said he did not think operating and being the sole funder of the Museum was in keeping with the mission of the A&P and that art and culture institutions we've funded, i.e. TheaterSquared and Walton Arts Center, attract more people which brings more of a return.
- M. Rawn consulted attorney Vince Chadick to confirm that we will not violate the museum lease by changing our operating model, i.e. if we cease to operate as a museum. Chadick didn't see anything of concern.
- N. Commissioner Sanderson seconded Marin's motion. Rawn asked for clarification on potential expenses in 2021 that may be unexpected but not directly related to routine maintenance of the building. Commissioner Petty stated that the commission would give broad interpretation of this motion to allow Rawn to care for the building and asked that she bring large or unusual expenses to the commission's attention.
- O. Commissioner Petty called for a vote. Roll call vote was approved unanimously with commissioner Kinney not voting as she left the meeting early.
- P. There being no other agenda items, Commissioner Petty adjourned the meeting at 3:28 p.m.

Minutes submitted by Amy Stockton, Director of Operations.

July Activity

\$27,762 + **\$227,705**
Lodging Restaurant

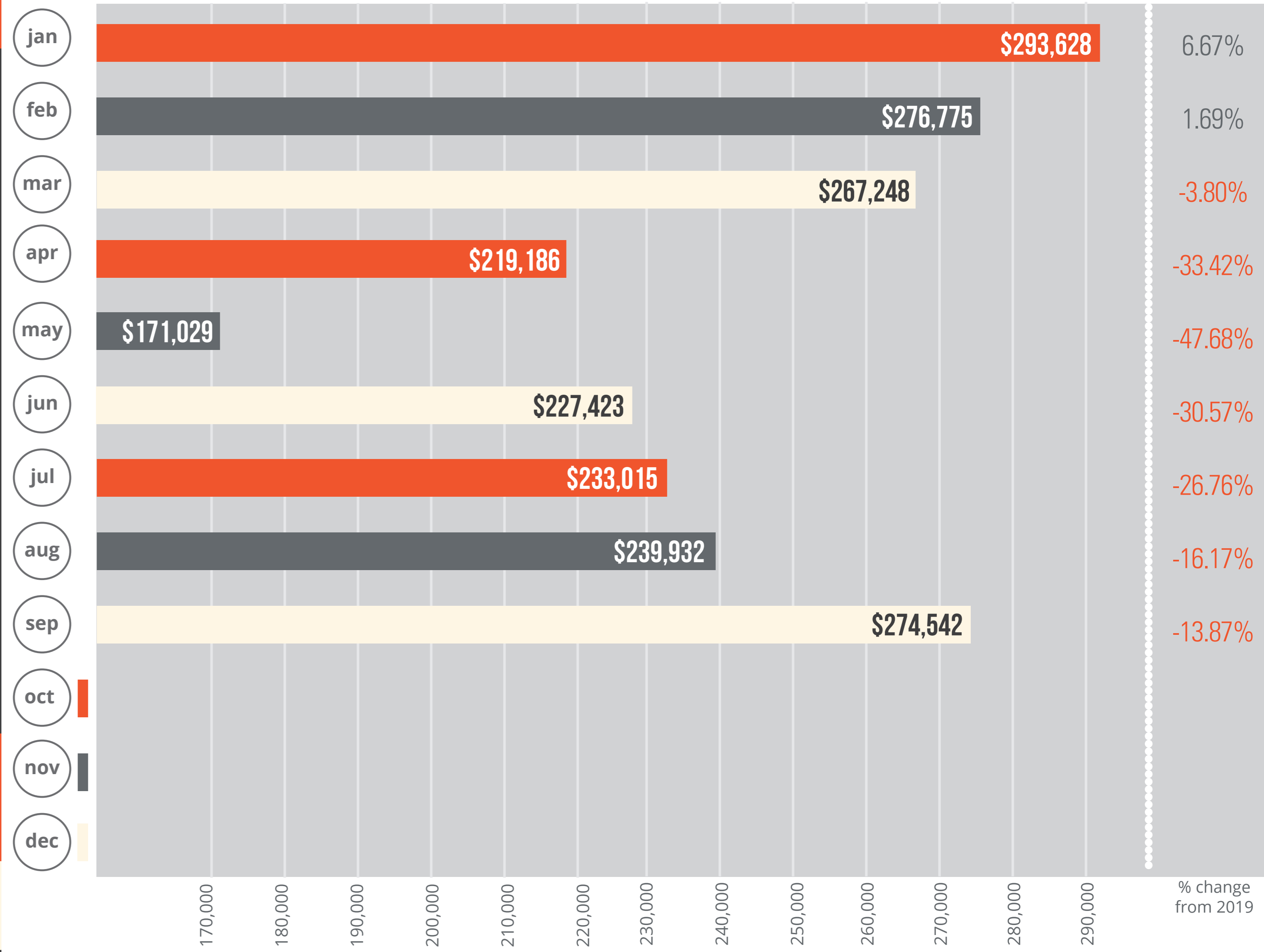
\$19,075
Prior Dues Collected

\$274,542
Total HMR Collected

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

2016	2017	2018	2019	2020
\$2,411,942	\$2,511,806	\$2,620,515	\$2,732,040	\$2,202,778
8.12%	4.14%	4.33%	4.26%	-19.37%
% 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 September 30, 2020

ASSETS

Current Assets

Cash

1st Security A&P/EF	573,384.75	
1st Security Fayetteville TC	426,369.07	
1st Security Clinton House	3,953.65	
1st Security Cyclocross	772,269.79	
Arvest Payroll Account	51,945.32	
EF/CVB Cash in Register	100.00	
TC Cash on Hand	1,000.00	
CHM Cash In Register	100.00	
Subtotal: Cash		1,829,122.58

Investments

Investments	846,373.95	
Investments: Adjust to Market	3,198.95	
Subtotal: Investments		849,572.90

Accounts Receivable

Accounts Receivable - City Parking	780.00	
Accounts Receivable (TC)	80,725.46	
HMR Funds Due from City	209,552.68	
Total Accounts Receivable		291,058.14

Prepaid Expenses		21,259.70
Deposits		30,617.00
Visitors Guide Trade		300.00
Inventory Asset - EF/CVB		5,108.67
Inventory Asset - CHM		6,970.04

Total Current Assets **3,034,009.03**

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	(1,177,233.82)	
Subtotal: Capital Assets	2,504,591.68	

Construction in Progress 77,693.23

Total Other Assets **2,582,284.91**

TOTAL ASSETS **5,616,293.94**

Fayetteville A&P Commission

Balance Sheet

As of September 30, 2020

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	38,654.31	
Sales Tax Payable	1,100.74	
Unearned Revenue 2020	43,835.00	
Unearned Revenue 2021	101,826.09	
Notes Payable	<u>2,514.98</u>	
Subtotal: Current Liabilities	187,931.12	

Total Liabilities

187,931.12

Equity

Fund Balance	4,946,572.81	
Temporarily Restricted Funds	395,661.50	
Net Revenue		
Gain/(Loss) on Investments	(57,902.50)	
Net Revenue without Cyclocross	(148,455.91)	
Net Revenue for Cyclocross	<u>292,486.92</u>	<u>86,128.51</u>

Total Equity

5,428,362.82

TOTAL LIABILITIES AND EQUITY

5,616,293.94

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	2,169,727.02	2,369,024	(199,296.98)	8.41%
PY HMR Taxes	33,050.42	30,000	3,050.42	-10.17%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	2,202,777.44	2,399,024	(196,246.56)	
Rental Revenue				
Facility Rental	94,303.13	160,000	(65,696.87)	41.06%
Rental Items	15,257.77	24,000	(8,742.23)	36.43%
Alcohol Sales	27,076.01	55,000	(27,923.99)	50.77%
Rental Services	23,530.00	40,000	(16,470.00)	41.18%
Subtotal Rental Revenue	160,166.91	279,000	(118,833.09)	
Event Revenue				
First Thursday Income	5,000.00	0	5,000.00	-100.00%
LOTO Income	0.00	3,500	(3,500.00)	100.00%
Other Event Income	5,132.10	600	4,532.10	-755.35%
Subtotal Event Revenue	10,132.10	4,100	6,032.10	
Clinton House Museum Revenue				
Museum Store Sales	1,445.43	2,700	(1,254.57)	46.47%
Admission Revenue	0.00	0	0.00	
Donations	1,384.76	5,000	(3,615.24)	72.30%
Membership				
Subtotal Clinton House Museum Revenue	2,830.19	7,700	(4,869.81)	
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales	4,966.28	9,000	(4,033.72)	44.82%
Consignment Sales	769.00	4,000	(3,231.00)	80.78%
Subtotal Visitor Center Revenue	5,735.28	13,000	(7,264.72)	
Parking Revenue				
Parking Machine Revenue	3,939.80	10,000	(6,060.20)	60.60%
Parking Lease Revenue	7,520.00	13,800	(6,280.00)	45.51%
Subtotal Parking Revenue	11,459.80	23,800	(12,340.20)	
Advertising Revenue				
Visitor Guide Ad Income	16,550.00	15,000	1,550.00	-10.33%
Banner Income	900.00	2,000	(1,100.00)	55.00%
Subtotal Advertising Revenue	17,450.00	17,000	450.00	
Other Revenue				
Other Revenue	892.25	0	892.25	-100.00%
WFF Cycling Coordinator Grant	53,316.00	53,316	0.00	0.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	0.00	540,736	(540,736.00)	100.00%
Cyclocross Events Revenue	0.00	0	0.00	100.00%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor	5,000.00	5,000	0.00	100.00%
Clinton House Museum Grants	3,000.00	0	3,000.00	100.00%
Subtotal Other Revenue	62,208.25	599,052	(536,843.75)	
Interest and Investment Revenue				
Investment Account Interest	11,459.17	9,900	1,559.17	-15.75%
Checking Account Interest	5,301.34	7,900	(2,598.66)	32.89%
Subtotal Interest and Investment Revenue	16,760.51	17,800	(1,039.49)	
Total Revenue	2,489,520.48	3,360,476	(870,955.52)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses	0.00	0	0.00	100.00%
Linens	3,586.41	9,500	(5,913.59)	62.25%
Alcohol & Bar Supply Expenses				
Alcohol	5,035.91	24,000	(18,964.09)	79.02%
Bar Supply Expenses	1,275.21	5,000	(3,724.79)	74.50%
Rental Services	5,787.31	15,000	(9,212.69)	61.42%
Subtotal Rental Expenses	15,684.84	53,500	(37,815.16)	
Event Expenses				
First Thursday Expenses	1,250.00	0	1,250.00	-100.00%
LOTO Expenses	0.00	5,500	(5,500.00)	100.00%
Other Event Expenses	3,124.72	1,100	2,024.72	-184.07%
Subtotal Event Expenses	4,374.72	6,600	(2,225.28)	
Clinton House Museum				
Other Event Expenses	2,827.47	3,500	(672.53)	19.22%
Museum Store Expenses				
Goods for Sale	1,758.31	4,500	(2,741.69)	60.93%
Store Supplies	504.28	650	(145.72)	22.42%
Programs				
Group Visits	0.00	500	(500.00)	100.00%
Honoraria	250.00	500	(250.00)	50.00%
General Program	134.10	1,000	(865.90)	86.59%
First Ladies Garden	9,635.35	13,000	(3,364.65)	
Exhibit Expenses	2,410.53	5,000	(2,589.47)	51.79%
Fundraising	2,529.50	2,530	(0.50)	0.02%
Subtotal Clinton House Museum	20,049.54	31,180	(11,130.46)	
Visitor Center Store				
Goods for Sale	4,778.11	4,500	278.11	-6.18%
Store Supplies	743.03	2,500	(1,756.97)	70.28%
Consignment Expenses	573.60	2,500	(1,926.40)	77.06%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subtotal Visitor Center Store	6,094.74	9,500	(3,405.26)	
Marketing Expenses				
Advertising Expense				
Agency Advertising	211,895.63	250,000	(38,104.37)	15.24%
Non-Agency Advertising	12,782.51	29,000	(16,217.49)	55.92%
Agency Fees	134,662.50	179,550	(44,887.50)	25.00%
Promotion				
Promotion Expenses	75,789.77	103,800	(28,010.23)	26.98%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	1,482.88	3,900	(2,417.12)	61.98%
Printing				
Visitors Guide Expense	31,552.10	14,400	17,152.10	-119.11%
Other Brochures	1,023.62	9,100	(8,076.38)	88.75%
Website	6,004.73	9,700	(3,695.27)	38.10%
Mailings	4,000.00	6,000	(2,000.00)	33.33%
Sales and Development				
Promotional Items	596.03	5,500	(4,903.97)	89.16%
Groups	1,886.44	2,000	(113.56)	5.68%
Sports	8,886.12	11,640	(2,753.88)	23.66%
Meetings	53.69	2,100	(2,046.31)	97.44%
Memberships	25,950.00	22,900	3,050.00	-13.32%
Tourism & Client Development	11,208.50	22,100	(10,891.50)	49.28%
Subtotal Marketing Expenses	527,774.52	673,190	(145,415.48)	21.60%
Payroll				
Wages Expense	622,619.43	838,759	(216,139.57)	25.77%
Payroll Tax Expense				
Federal (941) Payroll Taxes	45,405.16	69,200	(23,794.84)	34.39%
SUTA	2,190.69	2,600	(409.31)	15.74%
Benefits				
Health and Other Emp Insurance	93,010.21	135,063	(42,052.79)	31.14%
Company Ret Contributions	15,233.02	29,323	(14,089.98)	48.05%
Car Allowance	1,458.31	1,041	417.31	-40.09%
Contract Labor	11,500.43	33,700	(22,199.57)	65.87%
Payroll Processing Fees	4,795.01	6,675	(1,879.99)	
Subtotal Payroll Expenses	796,212.26	1,116,361	(320,148.74)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	3,717.22	9,600	(5,882.78)	61.28%
Office Equipment Leases	4,516.13	8,200	(3,683.87)	44.93%
Office Equipment Purchases	1,054.35	1,800	(745.65)	41.43%
Subscriptions	390.06	1,100	(709.94)	64.54%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Employee Relations	2,177.12	4,700	(2,522.88)	53.68%
Training	2,382.78	6,700	(4,317.22)	64.44%
Postage and Shipping	1,063.78	1,400	(336.22)	24.02%
Fees				
Bank Service Charges	396.55	750	(353.45)	47.13%
Credit Card Fees	2,008.36	6,900	(4,891.64)	70.89%
Business Taxes and Licenses	8,929.34	15,000	(6,070.66)	40.47%
Accounting, Audit, & Legal Fees				
Accounting Fees	2,250.00	12,000	(9,750.00)	81.25%
Audit Fees	20,000.00	24,000	(4,000.00)	16.67%
Legal Fees	2,374.40	2,500	(125.60)	5.02%
Collection Expense	44,055.52	47,980	(3,924.48)	8.18%
Travel				
Lodging	6,424.60	8,150	(1,725.40)	21.17%
Mileage	605.26	1,350	(744.74)	55.17%
Transportation	3,050.27	4,800	(1,749.73)	36.45%
Meals Out of Town	1,528.13	3,600	(2,071.87)	57.55%
IT Expenses				
Computer Hardware	9,314.05	21,000	(11,685.95)	55.65%
Software Purchases and Subs	22,609.89	25,400	(2,790.11)	10.98%
IT Support and Consulting	37,264.65	38,600	(1,335.35)	3.46%
Insurance				
Insurance - Building & Contents	15,447.00	15,000	447.00	-2.98%
Insurance - W/C	1,148.00	1,400	(252.00)	18.00%
Facilities				
Rent	31,080.00	39,720	(8,640.00)	21.75%
Internet/Telephone	24,830.69	34,080	(9,249.31)	27.14%
Utilities				
Electric	48,772.70	68,477	(19,704.30)	28.78%
Gas	8,475.78	13,060	(4,584.22)	35.10%
Water	7,455.76	15,500	(8,044.24)	51.90%
Repairs and Maintenance	38,844.67	69,000	(30,155.33)	43.70%
Janitorial Supplies	14,880.01	35,500	(20,619.99)	58.08%
Maintenance Contracts	29,233.60	39,500	(10,266.40)	25.99%
FFE & Improvements	95,559.33	110,000	(14,440.67)	13.13%
Subtotal Office and Administrative Expenses	491,840.00	686,767	(194,927.00)	28.38%
Other Expenses				
Bond Payments	525,839.13	707,000	(181,160.87)	25.62%
Grants Awarded				
Current Year Spring	45,440.00	70,000	(24,560.00)	35.09%
TheatreSquared Contribution	100,000.00	200,000	(100,000.00)	50.00%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events	0.00	0	0.00	
Total Other Expenses	671,279.13	977,000	(305,720.87)	0.31
Total Operating Expenses	2,533,309.75	3,554,098	(1,020,788.25)	
Net Income/(Loss) Before Other Revenue and Expenses	(43,789.27)	(193,622)	149,832.73	
Other Income				
Unrealized Gain/(Loss) on Investments	(57,902.50)			
Total Other Income	(57,902.50)			
Other Expenses				
Depreciation Expense	104,269.97			
Cost of Goods Sold	(456.21)			
Bad Debt Expense	852.88	0	852.88	-100.00%
Total Other Expenses	104,666.64	0	104,666.64	
Net Income/(Loss)	(206,358.41)	(193,622)	45,166.09	
Unrealized Gain/(Loss) on Investments	(57,902.50)			
Net Income/(Loss) Without Cyclocross Events	(148,455.91)			
Net Income/(Loss) for Cyclocross Events	292,486.92	0.00		
Total Net Income/(Loss)	86,128.51			

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	2,169,727.02	2,369,024	(199,296.98)	8.41%
PY HMR Taxes	33,050.42	30,000	3,050.42	-10.17%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	2,202,777.44	2,399,024	(196,246.56)	
Rental Revenue				
Facility Rental				
Rental Items				
Alcohol Sales				
Rental Services				
Subtotal Rental Revenue				
Event Revenue				
First Thursday Income	5,000.00	0	5,000.00	-100.00%
LOTO Income	0.00	3,500	(3,500.00)	100.00%
Other Event Income				
Subtotal Event Revenue	5,000.00	3,500	1,500.00	
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	4,966.28	9,000	(4,033.72)	44.82%
Consignment Sales	769.00	4,000	(3,231.00)	80.78%
Subtotal Visitor Center Revenue	5,735.28	13,000	(7,264.72)	
Parking Revenue				
Parking Machine Revenue				
Parking Lease Revenue				
Subtotal Parking Revenue				
Advertising Revenue				
Visitor Guide Ad Income	16,550.00	15,000	1,550.00	-10.33%
Banner Income	900.00	2,000	(1,100.00)	55.00%
Subtotal Advertising Revenue	17,450.00	17,000	450.00	
Other Revenue				
Other Revenue	245.00	0	245.00	-100.00%
WFF Cycling Coordinator Grant	53,316.00	53,316	0.00	0.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	0.00	540,736	(540,736.00)	100.00%
Cyclocross Events Revenue	0.00	0	0.00	100.00%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor	5,000.00	5,000	0.00	100.00%
Clinton House Museum Grants				
Subtotal Other Revenue	58,561.00	599,052	(540,491.00)	
Interest and Investment Revenue				
Investment Account Interest	11,459.17	9,900	1,559.17	-15.75%
Checking Account Interest	3,239.47	4,900	(1,660.53)	33.89%
Subtotal Interest and Investment Revenue	14,698.64	14,800	(101.36)	
Total Revenue	2,304,222.36	3,046,376	(742,153.64)	
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	1,250.00	0	1,250.00	-100.00%
LOTO Expenses	0.00	5,500	(5,500.00)	100.00%
Other Event Expenses	961.72	1,100	(138.28)	12.57%
Subtotal Event Expenses	2,211.72	6,600	(4,388.28)	
Clinton House Museum				
Other Event Expenses				
Museum Store Expenses				
Goods for Sale				
Store Supplies				
Programs				
Group Visits				
Honoraria				
General Program				
First Ladies Garden				
Exhibit Expenses				
Fundraising				
Subtotal Clinton House Museum				
Visitor Center Store				
Goods for Sale	4,778.11	4,500	278.11	-6.18%
Store Supplies	743.03	2,500	(1,756.97)	70.28%
Consignment Expenses	573.60	2,500	(1,926.40)	77.06%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subtotal Visitor Center Store	6,094.74	9,500	(3,405.26)	
Marketing Expenses				
Advertising Expense				
Agency Advertising	211,895.63	250,000	(38,104.37)	15.24%
Non-Agency Advertising	9,877.00	21,000	(11,123.00)	52.97%
Agency Fees	134,662.50	179,550	(44,887.50)	
Promotion				
Promotion Expenses	74,243.79	95,000	(20,756.21)	21.85%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	1,482.88	3,900	(2,417.12)	61.98%
Printing				
Visitors Guide Expense	31,552.10	14,400	17,152.10	-119.11%
Other Brochures	911.96	5,000	(4,088.04)	81.76%
Website	4,353.17	8,200	(3,846.83)	46.91%
Mailings	4,000.00	6,000	(2,000.00)	33.33%
Sales and Development				
Promotional Items	419.70	2,500	(2,080.30)	83.21%
Groups	1,886.44	2,000	(113.56)	5.68%
Sports	8,886.12	11,640	(2,753.88)	23.66%
Meetings	53.69	2,000	(1,946.31)	97.32%
Memberships	24,241.50	20,000	4,241.50	-21.21%
Tourism & Client Development	11,156.09	18,000	(6,843.91)	38.02%
Subtotal Marketing Expenses	519,622.57	640,690	(121,067.43)	
Payroll				
Wages Expense	383,513.64	498,308	(114,794.36)	23.04%
Payroll Tax Expense				
Federal (941) Payroll Taxes	27,533.75	42,000	(14,466.25)	34.44%
SUTA	1,144.96	1,200	(55.04)	4.59%
Benefits				
Health and Other Emp Insurance	64,005.43	89,000	(24,994.57)	28.08%
Company Ret Contributions	10,249.94	19,860	(9,610.06)	48.39%
Car Allowance	1,458.31	1,041	417.31	-40.09%
Contract Labor	1,925.50	2,000	(74.50)	3.73%
Payroll Processing Fees	2,851.83	4,000	(1,148.17)	28.70%
Subtotal Payroll Expenses	492,683.36	657,409	(164,725.64)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,530.68	3,500	(1,969.32)	56.27%
Office Equipment Leases	2,696.69	4,500	(1,803.31)	40.07%
Office Equipment Purchases	297.42	1,000	(702.58)	70.26%
Subscriptions	376.90	700	(323.10)	46.16%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Employee Relations	2,049.64	2,500	(450.36)	18.01%
Training	1,525.00	1,500	25.00	-1.67%
Postage and Shipping	653.32	900	(246.68)	27.41%
Fees				
Bank Service Charges	208.05	500	(291.95)	58.39%
Credit Card Fees	396.08	2,000	(1,603.92)	80.20%
Business Taxes and Licenses	2,471.04	2,800	(328.96)	11.75%
Accounting, Audit, & Legal Fees				
Accounting Fees	2,250.00	12,000	(9,750.00)	81.25%
Audit Fees	20,000.00	21,000	(1,000.00)	4.76%
Legal Fees	2,374.40	2,500	(125.60)	5.02%
Collection Expense	44,055.52	47,980	(3,924.48)	8.18%
Travel				
Lodging	5,070.28	6,000	(929.72)	15.50%
Mileage	468.41	800	(331.59)	41.45%
Transportation	2,304.39	3,500	(1,195.61)	34.16%
Meals Out of Town	1,130.49	2,800	(1,669.51)	59.63%
IT Expenses				
Computer Hardware	9,222.91	11,000	(1,777.09)	16.16%
Software Purchases and Subs	15,279.85	18,000	(2,720.15)	15.11%
IT Support and Consulting	35,404.65	36,800	(1,395.35)	3.79%
Insurance				
Insurance - Building & Contents	11,878.00	11,800	78.00	-0.66%
Insurance - W/C	1,148.00	1,400	(252.00)	18.00%
Facilities				
Rent	720.00	120	600.00	-500.00%
Internet/Telephone	9,986.80	13,600	(3,613.20)	26.57%
Utilities				
Electric	5,634.86	7,177	(1,542.14)	21.49%
Gas	1,186.82	660	0.00	-79.82%
Water	1,026.51	1,400	(373.49)	26.68%
Repairs and Maintenance	16,043.58	10,000	6,043.58	-60.44%
Janitorial Supplies	903.05	3,500	(2,596.95)	74.20%
Maintenance Contracts	1,829.12	2,000	(170.88)	8.54%
FFE & Improvements	1,163.56	10,000	(8,836.44)	88.36%
Subtotal Office and Administrative Expenses	201,286.02	243,937	(43,177.80)	
Other Expenses				
Bond Payments	525,839.13	707,000	(181,160.87)	
Grants Awarded				
Current Year Spring	45,440.00	70,000	(24,560.00)	35.09%
TheatreSquared Contribution	100,000.00	200,000	(100,000.00)	50.00%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events	0.00	0	0.00	
Total Other Expenses	671,279.13	977,000	(305,720.87)	0.31
Total Operating Expenses	1,893,177.54	2,535,136	(336,764.41)	
Net Income/(Loss) Before Other Revenue and Expenses	411,044.82	511,240	(405,389.23)	
Other Income				
Unrealized Gain/(Loss) on Investments	(57,902.50)			
Total Other Income	(57,902.50)			
Other Expenses				
Depreciation Expense	104,269.97			
Cost of Goods Sold	(844.19)			
Bad Debt Expense	852.88	0	852.88	-100.00%
Total Other Expenses	104,278.66	0	104,278.66	
Net Income/(Loss)	248,863.66	511,240	(509,667.89)	
Unrealized Gain/(Loss) on Investments				
Net Income/(Loss) Without Cyclocross Events				
Net Income/(Loss) for Cyclocross Events				
Total Net Income/(Loss)				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ September 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	94,303.13	160,000	(65,696.87)	41.06%
Rental Items	15,257.77	24,000	(8,742.23)	36.43%
Alcohol Sales	27,076.01	55,000	(27,923.99)	50.77%
Rental Services	23,530.00	40,000	(16,470.00)	41.18%
Subtotal Rental Revenue	160,166.91	279,000	(118,833.09)	
Event Revenue				
First Thursday Income				
LOTO Income				
Other Event Income	5,132.10	0	5,132.10	-100.00%
Subtotal Event Revenue	5,132.10	0	5,132.10	
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	3,939.80	10,000	(6,060.20)	60.60%
Parking Lease Revenue	7,520.00	13,800	(6,280.00)	45.51%
Subtotal Parking Revenue	11,459.80	23,800	(12,340.20)	
Advertising Revenue				
Visitor Guide Ad Income				
Banner Income				
Subtotal Advertising Revenue				
Other Revenue				
Other Revenue	297.25	0	297.25	-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 @ September 30, 2020

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor				
Clinton House Museum Grants				
Subtotal Other Revenue	297.25	0	297.25	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	2,040.35	3,000	(959.65)	31.99%
Subtotal Interest and Investment Revenue	2,040.35	3,000	(959.65)	
Total Revenue	179,096.41	305,800	(126,703.59)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses		0	0.00	100.00
Linens	3,586.41	9,500	(5,913.59)	62.25%
Alcohol & Bar Supply Expenses				
Alcohol	5,035.91	24,000	(18,964.09)	79.02%
Bar Supply Expenses	1,275.21	5,000	(3,724.79)	74.50%
Rental Services	5,787.31	15,000	(9,212.69)	61.42%
Subtotal Rental Expenses	15,684.84	53,500	(37,815.16)	
Event Expenses				
First Thursday Expenses				
LOTO Expenses				
Other Event Expenses	2,163.00	0	2,163.00	-100.00%
Subtotal Event Expenses	2,163.00	0	2,163.00	
Clinton House Museum				
Other Event Expenses				
Museum Store Expenses				
Goods for Sale				
Store Supplies				
Programs				
Group Visits				
Honoraria				
General Program				
First Ladies Garden				
Exhibit Expenses				
Fundraising				
Subtotal Clinton House Museum				
Visitor Center Store				
Goods for Sale				
Store Supplies				
Consignment Expenses				

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	260.51	3,000	(2,739.49)	-100.00%
Agency Fees				
Promotion				
Promotion Expenses	1,545.98	8,500	(6,954.02)	81.81%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures	0.00	2,100	(2,100.00)	100.00%
Website	724.99	800	(75.01)	9.38%
Mailings				
Sales and Development				
Promotional Items	176.33	2,500	(2,323.67)	92.95%
Groups				
Sports				
Meetings				
Memberships	1,092.50	2,350	(1,257.50)	53.51%
Tourism & Client Development	52.41	4,000	(3,947.59)	98.69%
Subtotal Marketing Expenses	3,852.72	23,250	(19,397.28)	
Payroll				
Wages Expense	183,120.27	260,202	(77,081.73)	29.62%
Payroll Tax Expense				
Federal (941) Payroll Taxes	13,603.09	21,000	(7,396.91)	35.22%
SUTA	917.66	1,200	(282.34)	23.53%
Benefits				
Health and Other Emp Insurance	20,907.65	35,421	(14,513.35)	40.97%
Company Ret Contributions	3,904.93	7,500	(3,595.07)	47.93%
Car Allowance				
Contract Labor	9,070.75	31,000	(21,929.25)	70.74%
Payroll Processing Fees	1,898.68	2,500		
Subtotal Payroll Expenses	233,423.03	358,823	(124,798.65)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,572.91	5,100	(3,527.09)	69.16%
Office Equipment Leases	1,819.44	3,700	(1,880.56)	50.83%
Office Equipment Purchases	160.24	800	(639.76)	79.97%
Subscriptions	0.00	200	(200.00)	100.00%

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Employee Relations	104.13	2,000	(1,895.87)	94.79%
Training	296.55	3,500	(3,203.45)	91.53%
Postage and Shipping	176.63	350	(173.37)	49.53%
Fees				
Bank Service Charges				
Credit Card Fees	1,151.06	4,100	(2,948.94)	71.93%
Business Taxes and Licenses	6,458.30	12,200	(5,741.70)	47.06%
Accounting, Audit, & Legal Fees				
Accounting Fees				
Audit Fees				
Legal Fees				
Collection Expense				
Travel				
Lodging	0.00	750	(750.00)	100.00%
Mileage	49.45	250	(200.55)	80.22%
Transportation	171.29	700	(528.71)	75.53%
Meals Out of Town	27.74	300	(272.26)	90.75%
IT Expenses				
Computer Hardware	8.77	6,000	(5,991.23)	99.85%
Software Purchases and Subs	7,007.28	6,800	207.28	-3.05%
IT Support and Consulting	1,860.00	1,800	60.00	-3.33%
Insurance				
Insurance - Building & Contents	3,179.00	2,850	329.00	-11.54%
Insurance - W/C				
Facilities				
Rent	18,000.00	24,000	(6,000.00)	25.00%
Internet/Telephone	12,638.01	17,680	(5,041.99)	28.52%
Utilities				
Electric	42,455.56	60,100	(17,644.44)	29.36%
Gas	6,523.40	11,400	(4,876.60)	42.78%
Water	4,942.30	11,700	(6,757.70)	57.76%
Repairs and Maintenance	22,372.82	55,000	(32,627.18)	59.32%
Janitorial Supplies	12,418.20	30,000	(17,581.80)	58.61%
Maintenance Contracts	27,206.93	37,000	(9,793.07)	26.47%
FFE & Improvements	94,395.77	100,000	(5,604.23)	5.60%
Subtotal Office and Administrative Expenses	264,995.78	398,280	(133,284.22)	
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				
TheatreSquared Contribution				

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	0.00
Total Operating Expenses	520,119.37	833,853	(313,132.31)	
Net Income/(Loss) Before Other Revenue and Expenses	(341,022.96)	(528,053)	186,428.72	
Other Income				
Unrealized Gain/(Loss) on Investments				
Total Other Income				
Other Expenses				
Depreciation Expense				
Cost of Goods Sold				
Bad Debt Expense				
Total Other Expenses	0.00	0	0.00	
Net Income/(Loss)	(341,022.96)	(528,053)	186,428.72	
Unrealized Gain/(Loss) on Investments				
Net Income/(Loss) Without Cyclocross Events				
Net Income/(Loss) for Cyclocross Events				
Total Net Income/(Loss)				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ September 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				
Rental Items				
Alcohol Sales				
Rental Services				
Subtotal Rental Revenue				
Event Revenue				
First Thursday Income				
LOTO Income				
Other Event Income	0.00	600	(600.00)	100.00%
Subtotal Event Revenue	0.00	600	(600.00)	
Clinton House Museum Revenue				
Museum Store Sales	1,445.43	2,700	(1,254.57)	46.47%
Admission Revenue	0.00	0	0.00	
Donations	1,384.76	5,000	(3,615.24)	72.30%
Membership				
Subtotal Clinton House Museum Revenue	2,830.19	7,700	(4,869.81)	
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	0	350.00	-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 @ September 30, 2020

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor				
Clinton House Museum Grants	3,000.00	0	3,000.00	-100.00%
Subtotal Other Revenue	3,350.00	0	3,350.00	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	21.52	0	21.52	-100.00%
Subtotal Interest and Investment Revenue	21.52	0	21.52	
Total Revenue	6,201.71	8,300	(2,098.29)	
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	3,500	(672.53)	19.22%
Museum Store Expenses				
Goods for Sale	1,758.31	4,500	(2,741.69)	60.93%
Store Supplies	504.28	650	(145.72)	22.42%
Programs				
Group Visits	0.00	500	(500.00)	100.00%
Honoraria	250.00	500	(250.00)	-100.00%
General Program	134.10	1,000	(865.90)	-100.00%
First Ladies Garden	9,635.35	13,000	(3,364.65)	25.88%
Exhibit Expenses	2,410.53	5,000	(2,589.47)	51.79%
Fundraising	2,529.50	2,530	(0.50)	0.02%
Subtotal Clinton House Museum	20,049.54	31,180	(11,130.46)	
Visitor Center Store				
Goods for Sale				
Store Supplies				
Consignment Expenses				

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	2,645.00	5,000	(2,355.00)	47.10%
Agency Fees				
Promotion				
Promotion Expenses	0.00	300	(300.00)	100.00%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures	111.66	2,000	(1,888.34)	94.42%
Website	926.57	700	226.57	-32.37%
Mailings				
Sales and Development				
Promotional Items	0.00	500	(500.00)	100.00%
Groups				
Sports				
Meetings	0.00	100	(100.00)	100.00%
Memberships	616.00	550	66.00	-12.00%
Tourism & Client Development	0.00	100	(100.00)	100.00%
Subtotal Marketing Expenses	4,299.23	9,250	(4,950.77)	
Payroll				
Wages Expense	55,985.52	80,249	(66,123.88)	30.24%
Payroll Tax Expense				
Federal (941) Payroll Taxes	4,268.32	6,200	(1,931.68)	31.16%
SUTA	128.07	200	(71.93)	35.97%
Benefits				
Health and Other Emp Insurance	8,097.13	10,642	(2,544.87)	23.91%
Company Ret Contributions	1,078.15	1,963	(884.85)	45.08%
Car Allowance				
Contract Labor	504.18	700	(195.82)	27.97%
Payroll Processing Fees	44.50	175	(130.50)	74.57%
Subtotal Payroll Expenses	70,105.87	100,129	(71,883.53)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	613.63	1,000	(386.37)	38.64%
Office Equipment Leases				
Office Equipment Purchases	596.69			
Subscriptions	13.16	200	(186.84)	93.42%

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Employee Relations	23.35	200	(176.65)	88.33%
Training	561.23	1,700	(1,138.77)	66.99%
Postage and Shipping	233.83	150	83.83	-55.89%
Fees				
Bank Service Charges	188.50	250	(61.50)	24.60%
Credit Card Fees	461.22	800	(338.78)	42.35%
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	1,400	(45.68)	3.26%
Mileage	87.40	300	(212.60)	70.87%
Transportation	574.59	600	(25.41)	4.24%
Meals Out of Town	369.90	500	(130.10)	26.02%
IT Expenses				
Computer Hardware	82.37	4,000	(3,917.63)	97.94%
Software Purchases and Subs	322.76	600	(277.24)	46.21%
IT Support and Consulting				
Insurance				
Insurance - Building & Contents	390.00	350	40.00	-11.43%
Insurance - W/C				
Facilities				
Rent	12,360.00	15,600	(3,240.00)	20.77%
Internet/Telephone	2,205.88	2,800	(594.12)	21.22%
Utilities				
Electric	682.28	1,200	(517.72)	43.14%
Gas	765.56	1,000	(234.44)	23.44%
Water	1,486.95	2,400	(913.05)	38.04%
Repairs and Maintenance	428.27	4,000	(3,571.73)	89.29%
Janitorial Supplies	1,558.76	2,000	(441.24)	22.06%
Maintenance Contracts	197.55	500	(302.45)	60.49%
FFE & Improvements				
Subtotal Office and Administrative Expenses	25,558.20	44,550	(19,588.49)	
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				
TheatreSquared Contribution				

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	
Total Operating Expenses	120,012.84	185,109	(107,553.25)	
Net Income/(Loss) Before Other Revenue and Expenses	(113,811.13)	(176,809)	105,454.96	
Other Income				
Unrealized Gain/(Loss) on Investments				
Total Other Income				
Other Expenses				
Depreciation Expense				
Cost of Goods Sold	387.98			
Bad Debt Expense				
Total Other Expenses	387.98	0	387.98	
Net Income/(Loss)	(114,199.11)	(176,809)	105,066.98	
Unrealized Gain/(Loss) on Investments				
Net Income/(Loss) Without Cyclocross Events				
Net Income/(Loss) for Cyclocross Events				
Total Net Income/(Loss)				

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

	Cyclocross Events			
	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				
Rental Items				
Alcohol Sales				
Rental Services				
Subtotal Rental Revenue				
Event Revenue				
First Thursday Income				
LOTO Income				
Other Event Income				
Subtotal Event Revenue				
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				
Parking Lease Revenue				
Subtotal Parking Revenue				
Advertising Revenue				
Visitor Guide Ad Income				
Banner Income				
Subtotal Advertising Revenue				
Other Revenue				
Other Revenue				
WFF Cycling Coordinator Grant				
WFF Cyclocross Grant				
Cyclocross Grant Funds	625,000.00	540,736	84,264.00	-15.58%
Cyclocross Events Revenue	7,500.00	0	7,500.00	0.00%

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cultural Arts Corridor				
Clinton House Museum Grants				
Subtotal Other Revenue	632,500.00	540,736	91,764.00	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	960.03	0	960.03	-100.00%
Subtotal Interest and Investment Revenue	960.03	0	960.03	
Total Revenue	633,460.03	540,736	92,724.03	
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				
Museum Store Expenses				
Goods for Sale				
Store Supplies				
Programs				
Group Visits				
Honoraria				
General Program				
First Ladies Garden				
Exhibit Expenses				
Fundraising				
Subtotal Clinton House Museum				
Visitor Center Store				
Goods for Sale				
Store Supplies				
Consignment Expenses				

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising				
Agency Fees				
Promotion				
Promotion Expenses	1,958.62	0	1,958.62	100.00%
Signage-Tourism				
Banners				
Printing				
Visitors Guide Expense				
Other Brochures				
Website				
Mailings				
Sales and Development				
Promotional Items				
Groups				
Sports				
Meetings				
Memberships				
Tourism & Client Development				
Subtotal Marketing Expenses	1,958.62	0	1,958.62	
Payroll				
Wages Expense				
Payroll Tax Expense				
Federal (941) Payroll Taxes				
SUTA				
Benefits				
Health and Other Emp Insurance				
Company Ret Contributions				
Car Allowance				
Contract Labor				
Payroll Processing Fees				
Subtotal Payroll Expenses				
Office and Administrative Expenses				
Office Expenses				
Office Supplies	274.70	0	274.70	-100.00%
Office Equipment Leases				
Office Equipment Purchases				
Subscriptions				

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Employee Relations				
Training				
Postage and Shipping				
Fees				
Bank Service Charges	83.00	0	83.00	-100.00%
Credit Card Fees				
Business Taxes and Licenses				
Accounting, Audit, & Legal Fees				
Accounting Fees				
Audit Fees				
Legal Fees				
Collection Expense				
Travel				
Lodging				
Mileage				
Transportation				
Meals Out of Town				
IT Expenses				
Computer Hardware				
Software Purchases and Subs				
IT Support and Consulting				
Insurance				
Insurance - Building & Contents				
Insurance - W/C				
Facilities				
Rent				
Internet/Telephone				
Utilities				
Electric				
Gas				
Water				
Repairs and Maintenance				
Janitorial Supplies				
Maintenance Contracts				
FFE & Improvements				
Subtotal Office and Administrative Expenses	357.70	0	357.70	
Other Expenses				
Bond Payments				
Grants Awarded				
Current Year Spring				
TheatreSquared Contribution				

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events	338,656.79	540,736	(202,079.21)	37.37%
Total Other Expenses	338,656.79	540,736	(202,079.21)	
Total Operating Expenses	340,973.11	540,736	2,316.32	
Net Income/(Loss) Before Other Revenue and Expenses	292,486.92	0	90,407.71	
Other Income				
Unrealized Gain/(Loss) on Investments				
Total Other Income				
Other Expenses				
Depreciation Expense				
Cost of Goods Sold				
Bad Debt Expense				
Total Other Expenses				
Net Income/(Loss)	292,486.92	0	90,407.71	
Unrealized Gain/(Loss) on Investments				
Net Income/(Loss) Without Cyclocross Events				
Net Income/(Loss) for Cyclocross Events				
Total Net Income/(Loss)				