

**Fayetteville Advertising and
Promotion Commission**

November 16, 2020

2:00 p.m.

Location: Virtual Public Meeting, Via Zoom, register:
https://zoom.us/webinar/register/WN_YOSL-MpIQjOyDTmWtqOPhA

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 October 2020 minutes
- III. New Business
 - A. CEO Report:
 - i. September HMR report
 - ii. October financials
 - iii. Unit updates, including Clinton House Museum next steps
 - iv. Commission Vacancy
 - v. 2020 meeting schedule
 - B. Vote. Recommendation to accept a quote from Pinnacle Roofing for a roof replacement at the Walker Stone House in the amount of \$25,500. *The roof was significantly damaged by hail in May. Our insurance policy will reimburse the cost of the roof. See attached memo for further details.*
 - C. Marketing Report: Hazel Hernandez
- IV. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners

Fayetteville Advertising and Promotion Commission
Minutes from October 19th, 2020 Meeting
Virtual Public Meeting, Via Zoom

Commissioners Present: Todd Martin, Sarah Bunch, Chrissy Sanderson, Reese Roberts, Katherine Kinney

Commissioners Absent: Matthew Petty, Chairperson; Robert Rhoads

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

- I. CEO Rawn called the meeting to order in lieu of Chairperson Petty at 2:01pm and began with a roll call
- II. Old Business
 - a. Commissioner Martin moved to approve the September 2020 minutes with Commissioner Sanderson offering a second. The motion passed with a roll call vote.
- III. CEO Report
 - a. Rawn reported that both health and dental premiums for 2021 will decrease and we will use this decrease to upgrade to a more robust plan rather than pursue adding vision, which had been discussed as a possibility last year.
 - b. Election day has been added as a new paid holiday for all full-time staff, starting this year.
 - c. Jennifer Walker, our new VP of Finance starts next Monday. Rawn will be sending out an email to the commission introducing her to each of you.
 - d. We are hosting the US Trail Running Conference this week in a hybrid model, it's the first time the conference has been in Arkansas. In addition to Julie Pennington, Hazel Hernandez and the entire FTC team, a big thank you to the Graduate Hotel.
 - e. Per the request of Devin Howland, the city's Director of Economic Vitality, we have sent a proposal to City Council to fund 4 or 5 pop up Winter Lounges that Chloe Bell would be planning, with Amy Stockton's assistance. These will be small events throughout the entertainment district that will allow for expanded seating and social distancing.
 - f. The Arkansas High Country mountain bike race begins the weekend of October 30, it's a 1,000 mile race beginning and ending in downtown Fayetteville. This is the first time this event has been held in Fayetteville and Brannon Pack is coordinating this.

- g. Fayetteville Town Center is receiving fiber internet connection and additional Wi Fi access points with much faster speed thanks to a partnership with the city. This will allow the city to host any meetings in our larger space if needed
- h. Rawn shared that she will present her wind down plan for the Clinton House Museum at the November meeting. Angie Albright, CHM's Director, has gathered the Clinton House Museum's board of directors to discuss the wind down
- i. August HMR
 - i. August numbers are down compared to last year but not as down as July's
 - ii. Lodging numbers are down 26% compared to same time last year
 - iii. Restaurant numbers are down 12% compared to same time last year
 - iv. Overall HMR collections for 2020 are down 19%
- j. Overall revenue for Fayetteville A&P across all units is far better than what we feared, as of September 30th we are down only \$43,780 due to cost cutting measures.
- k. December meeting: Rawn proposes to meet December 14th, the second Monday of December which will allow our new VP of Finance more time to work with team on the 2021 budget. This meeting, held the second, not the third, Monday in December, will be focused just on the 2021 budget and will not include HMR collections or a marketing report. Rawn asked if there were any objections or questions and with there being none, she will send out a meeting reminder for a Monday, December 14th meeting.

IV. Marketing

- a. Hazel Hernandez, VP of Sales and Marketing, reports that thanks to our ads running since August, website traffic continues to increase, being significantly higher than earlier months.
- b. Our site traffic by top states continues to be Arkansas at 37%, Texas at 19%, Oklahoma at 8%, Missouri at 7% and Tennessee at 4%. Total online guide requests for September were 1,269.
- c. Summer and Fall Flight numbers show that everything continues to perform well, with outdoor activities information growing the fastest. Paid search is performing well with the click through rate much higher as these are better leads, i.e. they represent people actively googling topics such as "things to do in Fayetteville."
- d. Hernandez also showed four current and upcoming print ads and then gave an update on some of our public relations efforts: an article by Julie Pennington on Fayetteville motorcycle tours and a Q and A with Molly Rawn and the NWA Business Journal with Rawn featured on the cover. Additionally, we've also had excellent coverage of our new Visitors Guide release. Finally, we created three different itineraries for *Little Rock Family*.

V. New Business

- a. Rawn presented that we need to add her to the Arvest purchasing card accounts. Currently Sally Fisher is the only one listed and having two staff on the account is needed. Commissioner Kinney presented a motion to approve Molly Rawn's ability to make changes on this Arvest account by adding Rawn to the account. With Commissioner Sanderson seconding, this motion passed unanimously.

- b. To end the meeting, Commissioner Roberts shared that she has submitted her resignation as General Manager of Bordinos effective November 1st which leaves us with a vacancy on the A&P board. Rawn thanked Roberts for her service and her outreach into the community during such a difficult year. Commissioner Bunch said if commissioners know of someone who owns or manages a hotel, motel or restaurant and would be interested in the position, please encourage them to apply.

- c. With no further business, Rawn adjourned the meeting at 2:27pm

Minutes submitted by Amy Stockton, Director of Operations

September Activity

\$21,919 + **\$226,945**
Lodging Restaurant

\$15,678

Prior Dues Collected

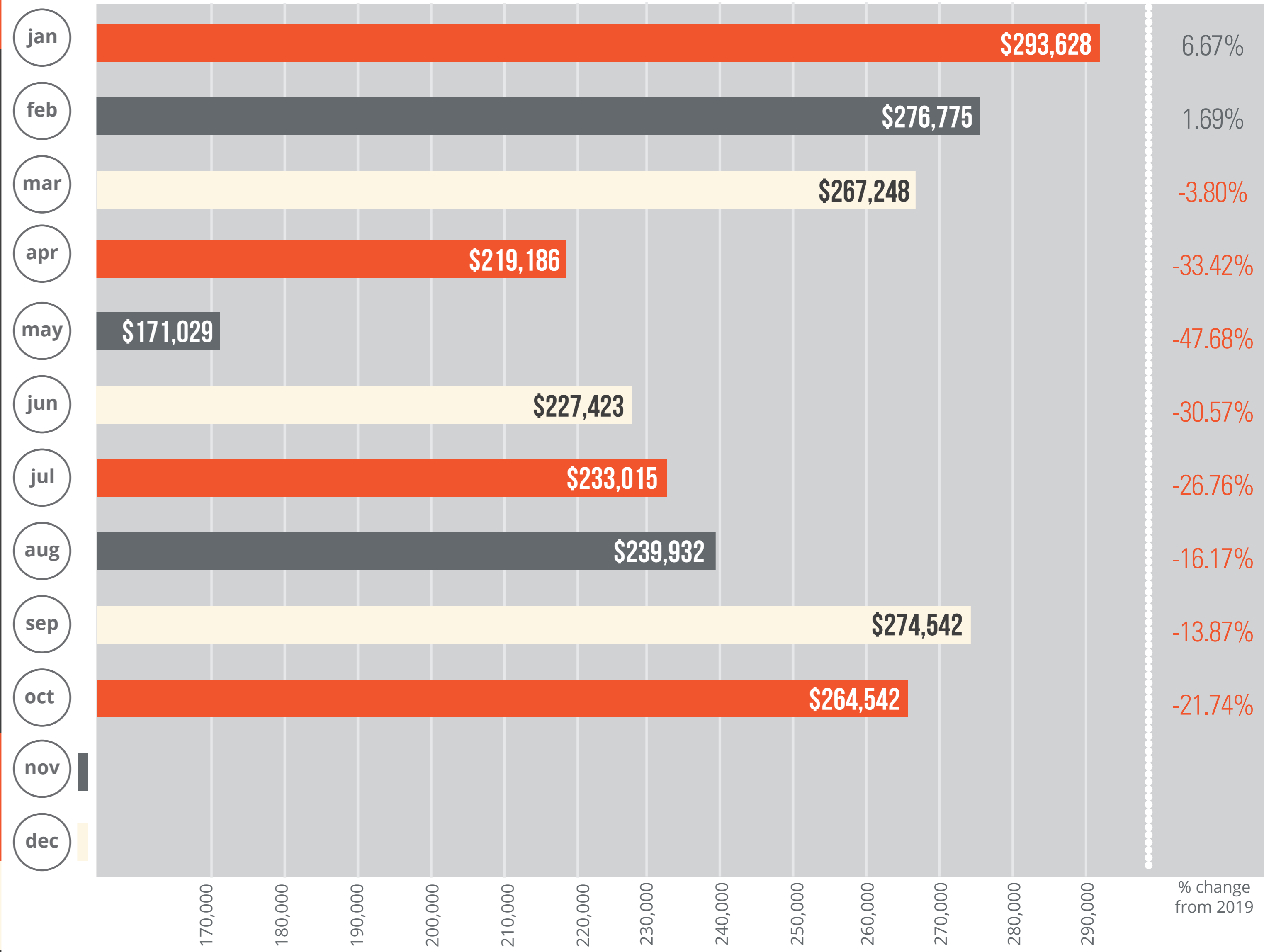
\$264,542

Total HMR Collected

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

2016	2017	2018	2019	2020
\$2,712,783	\$2,824,533	\$2,943,604	\$3,070,055	\$2,467,320
8.09%	4.12%	4.22%	4.30%	-19.63%
% 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 October 31, 2020

ASSETS

Current Assets

Cash

1st Security A&P/EF	656,339.74	
1st Security Fayetteville TC	399,318.69	
1st Security Clinton House	4,518.38	
1st Security Cyclocross	772,531.43	
Arvest Payroll Account	25,257.65	
EF/CVB Cash in Register	150.00	
TC Cash on Hand	1,000.00	
CHM Cash In Register	<u>100.00</u>	
Subtotal: Cash		1,859,215.89

Investments

Investments	848,160.94	
Investments: Adjust to Market	<u>3,198.95</u>	
Subtotal: Investments		851,359.89

Accounts Receivable

Accounts Receivable - City Parking	376.00	
Accounts Receivable (TC)	67,752.42	
HMR Funds Due from City	<u>201,539.85</u>	
Total Accounts Receivable		269,668.27

Prepaid Expenses		24,035.44
Deposits		30,617.00
Visitors Guide Trade		1,438.59
Inventory Asset - EF/CVB		6,494.64
Inventory Asset - CHM		<u>7,396.62</u>

Total Current Assets **3,050,226.34**

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	<u>(1,188,819.38)</u>	
Subtotal: Capital Assets		2,493,006.12

Construction in Progress		77,693.23
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Total Other Assets **2,570,699.35**

TOTAL ASSETS **5,620,925.69**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	31,891.43	
Sales Tax Payable	1,679.22	
Unearned Revenue 2020	13,910.00	
Unearned Revenue 2021	101,326.09	
Notes Payable	2,514.98	
	<u>151,321.72</u>	

Total Liabilities **151,321.72**

Equity

Fund Balance	4,946,572.81	
Temporarily Restricted Funds	395,661.50	
Net Revenue		
Gain/(Loss) on Investments	(56,115.51)	
Net Revenue without Cyclocross	(109,263.39)	
Net Revenue for Cyclocross	<u>292,748.56</u>	<u>127,369.66</u>

Total Equity **5,469,603.97**

TOTAL LIABILITIES AND EQUITY **5,620,925.69**

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	2,434,268.92	2,369,024	65,244.92	-2.75%
PY HMR Taxes	33,050.42	30,000	3,050.42	-10.17%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	2,467,319.34	2,399,024	68,295.34	
Rental Revenue				
Facility Rental	107,893.13	160,000	(52,106.87)	32.57%
Rental Items	16,607.77	24,000	(7,392.23)	30.80%
Alcohol Sales	29,631.09	55,000	(25,368.91)	46.13%
Rental Services	24,430.00	40,000	(15,570.00)	38.93%
Subtotal Rental Revenue	178,561.99	279,000	(100,438.01)	
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	5,282.84	600	4,682.84	-780.47%
Subtotal Event Revenue	10,282.84	4,100	6,182.84	
Clinton House Museum Revenue				
Museum Store Sales	2,050.84	2,700	(649.16)	24.04%
Admission Revenue	0.00	0	0.00	
Donations	1,685.15	5,000	(3,314.85)	66.30%
Membership				
Subtotal Clinton House Museum Revenue	3,735.99	7,700	(3,964.01)	
Visitor Center Store Revenue				
Visitor Store Sales				
Regular Store Sales	8,029.91	9,000	(970.09)	10.78%
Consignment Sales	1,006.00	4,000	(2,994.00)	74.85%
Subtotal Visitor Center Revenue	9,035.91	13,000	(3,964.09)	
Parking Revenue				
Parking Machine Revenue	4,585.80	10,000	(5,414.20)	54.14%
Parking Lease Revenue	11,030.00	13,800	(2,770.00)	20.07%
Subtotal Parking Revenue	15,615.80	23,800	(8,184.20)	
Advertising Revenue				
Visitor Guide Ad Income	18,650.00	15,000	3,650.00	-24.33%
Banner Income	900.00	2,000	(1,100.00)	55.00%
Subtotal Advertising Revenue	19,550.00	17,000	2,550.00	
Other Revenue				
Other Revenue	1,292.25	0	1,292.25	-100.00%
WFF Cycling Coordinator Grant	53,316.00	53,316	0.00	0.00%
WFF Cyclocross Grant				
Cyclocross Grant Funds	0.00	0	0.00	100.00%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue	0.00	0	0.00	100.00%
Cultural Arts Corridor	5,000.00	5,000	0.00	100.00%
Clinton House Museum Grants	8,000.00	0	8,000.00	100.00%
Subtotal Other Revenue	67,608.25	58,316	9,292.25	
Interest and Investment Revenue				
Investment Account Interest	12,174.53	9,900	2,274.53	-22.98%
Checking Account Interest	5,663.06	7,900	(2,236.94)	28.32%
Subtotal Interest and Investment Revenue	17,837.59	17,800	37.59	
Total Revenue	2,789,547.71	2,819,740	(30,192.29)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses	0.00	0	0.00	100.00%
Linens	3,979.34	9,500	(5,520.66)	58.11%
Alcohol & Bar Supply Expenses				
Alcohol	5,215.91	24,000	(18,784.09)	78.27%
Bar Supply Expenses	1,275.21	5,000	(3,724.79)	74.50%
Rental Services	5,949.00	15,000	(9,051.00)	60.34%
Subtotal Rental Expenses	16,419.46	53,500	(37,080.54)	
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	3,183.56	1,100	2,083.56	-189.41%
Subtotal Event Expenses	4,433.56	6,600	(2,166.44)	
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	10,800.06	13,000	(2,199.94)	
Exhibit Expenses	2,550.89	5,000	(2,449.11)	48.98%
Fundraising	2,529.50	2,530	(0.50)	0.02%
Subtotal Clinton House Museum	21,354.61	31,180	(9,825.39)	
Visitor Center Store				
Goods for Sale	9,325.89	4,500	4,825.89	-107.24%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Store Supplies	960.84	2,500	(1,539.16)	61.57%
Consignment Expenses	822.60	2,500	(1,677.40)	67.10%
Subtotal Visitor Center Store	11,109.33	9,500	1,609.33	
Marketing Expenses				
Advertising Expense				
Agency Advertising	225,008.74	250,000	(24,991.26)	10.00%
Non-Agency Advertising	13,161.91	29,000	(15,838.09)	54.61%
Agency Fees	149,625.00	179,550	(29,925.00)	16.67%
Promotion				
Promotion Expenses	79,850.07	103,800	(23,949.93)	23.07%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	1,532.88	3,900	(2,367.12)	60.70%
Printing				
Visitors Guide Expense	31,552.10	14,400	17,152.10	-119.11%
Other Brochures	6,628.62	9,100	(2,471.38)	27.16%
Website	6,579.73	9,700	(3,120.27)	32.17%
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	17,626.06	11,640	5,986.06	-51.43%
Meetings	53.69	2,100	(2,046.31)	97.44%
Memberships	26,381.70	22,900	3,481.70	-15.20%
Tourism & Client Development	11,269.91	22,100	(10,830.09)	49.00%
Subtotal Marketing Expenses	575,752.88	673,190	(97,437.12)	14.47%
Payroll				
Wages Expense	690,305.52	838,759	(148,453.48)	17.70%
Payroll Tax Expense				
Federal (941) Payroll Taxes	50,362.43	69,200	(18,837.57)	27.22%
SUTA	2,207.23	2,600	(392.77)	15.11%
Benefits				
Health and Other Emp Insurance	102,589.87	135,063	(32,473.13)	24.04%
Company Ret Contributions	16,980.26	29,323	(12,342.74)	42.09%
Car Allowance	1,874.97	1,041	833.97	-80.11%
Contract Labor	12,657.02	33,700	(21,042.98)	62.44%
Payroll Processing Fees	5,194.51	6,675	(1,480.49)	
Subtotal Payroll Expenses	882,171.81	1,116,361	(234,189.19)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	3,752.25	9,600	(5,847.75)	60.91%

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office Equipment Leases	4,963.29	8,200	(3,236.71)	39.47%
Office Equipment Purchases	1,101.63	1,800	(698.37)	38.80%
Subscriptions	423.06	1,100	(676.94)	61.54%
Employee Relations	2,589.87	4,700	(2,110.13)	44.90%
Training	2,232.78	6,700	(4,467.22)	66.67%
Postage and Shipping	1,063.78	1,400	(336.22)	24.02%
Fees				
Bank Service Charges	414.65	750	(335.35)	44.71%
Credit Card Fees	2,364.62	6,900	(4,535.38)	65.73%
Business Taxes and Licenses	9,373.94	15,000	(5,626.06)	37.51%
Accounting, Audit, & Legal Fees				
Accounting Fees	6,750.00	12,000	(5,250.00)	43.75%
Audit Fees	22,100.00	24,000	(1,900.00)	7.92%
Legal Fees	2,374.40	2,500	(125.60)	5.02%
Collection Expense	49,346.36	47,980	1,366.36	-2.85%
Travel				
Lodging	6,424.60	8,150	(1,725.40)	21.17%
Mileage	642.06	1,350	(707.94)	52.44%
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	9,393.07	21,000	(11,606.93)	55.27%
Software Purchases and Subs	23,991.27	25,400	(1,408.73)	5.55%
IT Support and Consulting	41,392.15	38,600	2,792.15	-7.23%
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	34,460.00	39,720	(5,260.00)	13.24%
Internet/Telephone	27,682.39	34,080	(6,397.61)	18.77%
Utilities				
Electric	52,892.49	68,477	(15,584.51)	22.76%
Gas	8,964.55	13,060	(4,095.45)	31.36%
Water	8,700.08	15,500	(6,799.92)	43.87%
Repairs and Maintenance	41,517.68	69,000	(27,482.32)	39.83%
Janitorial Supplies	17,283.29	35,500	(18,216.71)	51.31%
Maintenance Contracts	36,092.43	39,500	(3,407.57)	8.63%
FFE & Improvements	101,864.01	110,000	(8,135.99)	7.40%
Subtotal Office and Administrative Expenses	541,324.10	686,767	(145,442.90)	21.18%
Other Expenses				

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

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Bond Payments	584,265.70	707,000	(122,734.30)	17.36%
Grants Awarded				
Current Year Spring	47,540.00	70,000	(22,460.00)	32.09%
TheatreSquared Contribution	100,000.00	200,000	(100,000.00)	50.00%
Cyclocross Events	0.00	0	0.00	
Total Other Expenses	731,805.70	977,000	(245,194.30)	0.25
Total Operating Expenses	2,784,371.45	3,554,098	(769,726.55)	
Net Operating Income/(Loss)	5,176.26	(734,358)	739,534.26	
FOR REFERENCE ONLY:				
Unrealized Gain/(Loss) on Investments	(56,115.51)			
Other (COGS / Bad Debt)	1,416.35			
Estimated YTD Depreciation	(115,856.00)			
Net Income/(Loss) for Cyclocross Events	292,748.56			
Total Net Income on Balance Sheet	127,369.66			

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue				
CY HMR Taxes	2,434,268.92	2,369,024	65,244.92	-2.75%
PY HMR Taxes	33,050.42	30,000	3,050.42	-10.17%
Subtotal Hotel, Motel, Restaurant Taxes Revenue	2,467,319.34	2,399,024	68,295.34	
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	8,029.91	9,000	(970.09)	10.78%
Consignment Sales	1,006.00	4,000	(2,994.00)	74.85%
Subtotal Visitor Center Revenue	9,035.91	13,000	(3,964.09)	
Parking Revenue				
Parking Machine Revenue				
Parking Lease Revenue				
Subtotal Parking Revenue				
Advertising Revenue				
Visitor Guide Ad Income	18,650.00	15,000	3,650.00	-24.33%
Banner Income	900.00	2,000	(1,100.00)	55.00%
Subtotal Advertising Revenue	19,550.00	17,000	2,550.00	
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	0	0.00	100.00%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue	0.00	0	0.00	100.00%
Cultural Arts Corridor	5,000.00	5,000	0.00	100.00%
Clinton House Museum Grants				
Subtotal Other Revenue	58,561.00	58,316	245.00	
Interest and Investment Revenue				
Investment Account Interest	12,174.53	9,900	2,274.53	-22.98%
Checking Account Interest	3,454.30	4,900	(1,445.70)	29.50%
Subtotal Interest and Investment Revenue	15,628.83	14,800	828.83	
Total Revenue	2,575,095.08	2,505,640	69,455.08	
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	9,325.89	4,500	4,825.89	-107.24%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Store Supplies	960.84	2,500	(1,539.16)	61.57%
Consignment Expenses	822.60	2,500	(1,677.40)	67.10%
Subtotal Visitor Center Store	11,109.33	9,500	1,609.33	
Marketing Expenses				
Advertising Expense				
Agency Advertising	225,008.74	250,000	(24,991.26)	10.00%
Non-Agency Advertising	10,179.40	21,000	(10,820.60)	51.53%
Agency Fees	149,625.00	179,550	(29,925.00)	
Promotion				
Promotion Expenses	78,223.79	95,000	(16,776.21)	17.66%
Signage-Tourism	0.00	1,500	(1,500.00)	100.00%
Banners	1,532.88	3,900	(2,367.12)	60.70%
Printing				
Visitors Guide Expense	31,552.10	14,400	17,152.10	-119.11%
Other Brochures	6,516.96	5,000	1,516.96	-30.34%
Website	4,928.17	8,200	(3,271.83)	39.90%
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	17,626.06	11,640	5,986.06	-51.43%
Meetings	53.69	2,000	(1,946.31)	97.32%
Memberships	24,241.50	20,000	4,241.50	-21.21%
Tourism & Client Development	11,217.50	18,000	(6,782.50)	37.68%
Subtotal Marketing Expenses	567,011.93	640,690	(73,678.07)	
Payroll				
Wages Expense	425,457.43	498,308	(72,850.57)	14.62%
Payroll Tax Expense				
Federal (941) Payroll Taxes	30,580.08	42,000	(11,419.92)	27.19%
SUTA	1,149.70	1,200	(50.30)	4.19%
Benefits				
Health and Other Emp Insurance	70,667.38	89,000	(18,332.62)	20.60%
Company Ret Contributions	11,361.11	19,860	(8,498.89)	42.79%
Car Allowance	1,874.97	1,041	833.97	-80.11%
Contract Labor	1,925.50	2,000	(74.50)	3.73%
Payroll Processing Fees	3,102.38	4,000	(897.62)	22.44%
Subtotal Payroll Expenses	546,118.55	657,409	(111,290.45)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,561.51	3,500	(1,938.49)	55.39%

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

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office Equipment Leases	2,978.50	4,500	(1,521.50)	33.81%
Office Equipment Purchases	297.42	1,000	(702.58)	70.26%
Subscriptions	409.90	700	(290.10)	41.44%
Employee Relations	2,419.44	2,500	(80.56)	3.22%
Training	1,525.00	1,500	25.00	-1.67%
Postage and Shipping	653.32	900	(246.68)	27.41%
Fees				
Bank Service Charges	226.15	500	(273.85)	54.77%
Credit Card Fees	524.14	2,000	(1,475.86)	73.79%
Business Taxes and Licenses	2,471.04	2,800	(328.96)	11.75%
Accounting, Audit, & Legal Fees				
Accounting Fees	6,750.00	12,000	(5,250.00)	43.75%
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	49,346.36	47,980	1,366.36	-2.85%
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	9,262.50	11,000	(1,737.50)	15.80%
Software Purchases and Subs	16,123.28	18,000	(1,876.72)	10.43%
IT Support and Consulting	39,232.15	36,800	2,432.15	-6.61%
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	800.00	120	680.00	-566.67%
Internet/Telephone	11,113.58	13,600	(2,486.42)	18.28%
Utilities				
Electric	6,128.24	7,177	(1,048.76)	14.61%
Gas	1,214.50	660	0.00	-84.02%
Water	1,140.96	1,400	(259.04)	18.50%
Repairs and Maintenance	16,315.17	10,000	6,315.17	-63.15%
Janitorial Supplies	957.26	3,500	(2,542.74)	72.65%
Maintenance Contracts	2,232.33	2,000	232.33	-11.62%
FFE & Improvements	1,163.56	10,000	(8,836.44)	88.36%
Subtotal Office and Administrative Expenses	219,220.28	243,937	(25,271.22)	
Other Expenses				

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

Experience Fayetteville				
Year-to-Date				
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Bond Payments	584,265.70	707,000	(122,734.30)	
Grants Awarded				
Current Year Spring	47,540.00	70,000	(22,460.00)	32.09%
TheatreSquared Contribution	100,000.00	200,000	(100,000.00)	50.00%
Cyclocross Events	0.00	0	0.00	
Total Other Expenses	731,805.70	977,000	(245,194.30)	0.25
Total Operating Expenses	2,077,477.51	2,535,136	(213,018.69)	
Net Operating Income/(Loss)	497,617.57	(29,496)	282,473.77	
FOR REFERENCE ONLY:				
Unrealized Gain/(Loss) on Investments				
Other (COGS / Bad Debt)				
Estimated YTD Depreciation				
Net Income/(Loss) for Cyclocross Events				
Total Net Income on Balance Sheet				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ October 31, 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	107,893.13	160,000	(52,106.87)	32.57%
Rental Items	16,607.77	24,000	(7,392.23)	30.80%
Alcohol Sales	29,631.09	55,000	(25,368.91)	46.13%
Rental Services	24,430.00	40,000	(15,570.00)	38.93%
Subtotal Rental Revenue	178,561.99	279,000	(100,438.01)	
Event Revenue				
First Thursday Income				
LOTO Income				
Other Event Income	5,282.84	0	5,282.84	-100.00%
Subtotal Event Revenue	5,282.84	0	5,282.84	
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	4,585.80	10,000	(5,414.20)	54.14%
Parking Lease Revenue	11,030.00	13,800	(2,770.00)	20.07%
Subtotal Parking Revenue	15,615.80	23,800	(8,184.20)	
Advertising Revenue				
Visitor Guide Ad Income				
Banner Income				
Subtotal Advertising Revenue				
Other Revenue				
Other Revenue	697.25	0	697.25	-100.00%
WFF Cycling Coordinator Grant				
WFF Cyclocross Grant				
Cyclocross Grant Funds				

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue				
Cultural Arts Corridor				
Clinton House Museum Grants				
Subtotal Other Revenue	697.25	0	697.25	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	2,184.93	3,000	(815.07)	27.17%
Subtotal Interest and Investment Revenue	2,184.93	3,000	(815.07)	
Total Revenue	202,342.81	305,800	(103,457.19)	
Expenses				
Operating Expenses				
Rental Expenses				
Facility Rental Expenses		0	0.00	100.00
Linens	3,979.34	9,500	(5,520.66)	58.11%
Alcohol & Bar Supply Expenses				
Alcohol	5,215.91	24,000	(18,784.09)	78.27%
Bar Supply Expenses	1,275.21	5,000	(3,724.79)	74.50%
Rental Services	5,949.00	15,000	(9,051.00)	60.34%
Subtotal Rental Expenses	16,419.46	53,500	(37,080.54)	
Event Expenses				
First Thursday Expenses				
LOTO Expenses				
Other Event Expenses	2,221.84	0	2,221.84	-100.00%
Subtotal Event Expenses	2,221.84	0	2,221.84	
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				

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Store Supplies				
Consignment Expenses				
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	1,626.28	8,500	(6,873.72)	80.87%
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	1,442.50	2,350	(907.50)	38.62%
Tourism & Client Development	52.41	4,000	(3,947.59)	98.69%
Subtotal Marketing Expenses	4,283.02	23,250	(18,966.98)	
Payroll				
Wages Expense	203,084.43	260,202	(57,117.57)	21.95%
Payroll Tax Expense				
Federal (941) Payroll Taxes	15,079.80	21,000	(5,920.20)	28.19%
SUTA	920.61	1,200	(279.39)	23.28%
Benefits				
Health and Other Emp Insurance	23,317.32	35,421	(12,103.68)	34.17%
Company Ret Contributions	4,401.84	7,500	(3,098.16)	41.31%
Car Allowance				
Contract Labor	10,227.34	31,000	(20,772.66)	67.01%
Payroll Processing Fees	2,021.63	2,500		
Subtotal Payroll Expenses	259,052.97	358,823	(99,291.66)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	1,577.11	5,100	(3,522.89)	69.08%

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

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office Equipment Leases	1,984.79	3,700	(1,715.21)	46.36%
Office Equipment Purchases	207.52	800	(592.48)	74.06%
Subscriptions	0.00	200	(200.00)	100.00%
Employee Relations	147.08	2,000	(1,852.92)	92.65%
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	1,307.23	4,100	(2,792.77)	68.12%
Business Taxes and Licenses	6,902.90	12,200	(5,297.10)	43.42%
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	48.20	6,000	(5,951.80)	99.20%
Software Purchases and Subs	7,528.25	6,800	728.25	-10.71%
IT Support and Consulting	2,160.00	1,800	360.00	-20.00%
Insurance				
Insurance - Building & Contents	3,179.00	2,850	329.00	-11.54%
Insurance - W/C				
Facilities				
Rent	20,000.00	24,000	(4,000.00)	16.67%
Internet/Telephone	14,117.37	17,680	(3,562.63)	20.15%
Utilities				
Electric	46,018.31	60,100	(14,081.69)	23.43%
Gas	6,953.68	11,400	(4,446.32)	39.00%
Water	5,802.78	11,700	(5,897.22)	50.40%
Repairs and Maintenance	24,774.24	55,000	(30,225.76)	54.96%
Janitorial Supplies	14,767.27	30,000	(15,232.73)	50.78%
Maintenance Contracts	33,640.60	37,000	(3,359.40)	9.08%
FFE & Improvements	100,700.45	100,000	700.45	-0.70%
Subtotal Office and Administrative Expenses	292,538.44	398,280	(105,741.56)	
Other Expenses				

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

Town Center				
Year-to-Date				
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Bond Payments				
Grants Awarded				
Current Year Spring				
TheatreSquared Contribution				
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	0.00
Total Operating Expenses	574,515.73	833,853	(258,858.90)	
Net Operating Income/(Loss)	(372,172.92)	(528,053)	155,401.71	
FOR REFERENCE ONLY:				
Unrealized Gain/(Loss) on Investments				
Other (COGS / Bad Debt)				
Estimated YTD Depreciation				
Net Income/(Loss) for Cyclocross Events				
Total Net Income on Balance Sheet				

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
 Year-to-Date @ October 31, 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	2,050.84	2,700	(649.16)	24.04%
Admission Revenue	0.00	0	0.00	
Donations	1,685.15	5,000	(3,314.85)	66.30%
Membership				
Subtotal Clinton House Museum Revenue	3,735.99	7,700	(3,964.01)	
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				

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue				
Cultural Arts Corridor				
Clinton House Museum Grants	8,000.00	0	8,000.00	-100.00%
Subtotal Other Revenue	8,350.00	0	8,350.00	
Interest and Investment Revenue				
Investment Account Interest				
Checking Account Interest	23.83	0	23.83	-100.00%
Subtotal Interest and Investment Revenue	23.83	0	23.83	
Total Revenue	12,109.82	8,300	3,809.82	
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	10,800.06	13,000	(2,199.94)	16.92%
Exhibit Expenses	2,550.89	5,000	(2,449.11)	48.98%
Fundraising	2,529.50	2,530	(0.50)	0.02%
Subtotal Clinton House Museum	21,354.61	31,180	(9,825.39)	
Visitor Center Store				
Goods for Sale				

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Store Supplies				
Consignment Expenses				
Subtotal Visitor Center Store				
Marketing Expenses				
Advertising Expense				
Agency Advertising				
Non-Agency Advertising	2,722.00	5,000	(2,278.00)	45.56%
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	697.70	550	147.70	-26.85%
Tourism & Client Development	0.00	100	(100.00)	100.00%
Subtotal Marketing Expenses	4,457.93	9,250	(4,792.07)	
Payroll				
Wages Expense	61,763.66	80,249	(66,123.88)	23.03%
Payroll Tax Expense				
Federal (941) Payroll Taxes	4,702.55	6,200	(1,497.45)	24.15%
SUTA	136.92	200	(63.08)	31.54%
Benefits				
Health and Other Emp Insurance	8,605.17	10,642	(2,036.83)	19.14%
Company Ret Contributions	1,217.31	1,963	(745.69)	37.99%
Car Allowance				
Contract Labor	504.18	700	(195.82)	27.97%
Payroll Processing Fees	70.50	175	(104.50)	59.71%
Subtotal Payroll Expenses	77,000.29	100,129	(70,767.25)	
Office and Administrative Expenses				
Office Expenses				
Office Supplies	613.63	1,000	(386.37)	38.64%

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

	Clinton House			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office Equipment Leases				
Office Equipment Purchases	596.69			
Subscriptions	13.16	200	(186.84)	93.42%
Employee Relations	23.35	200	(176.65)	88.33%
Training	411.23	1,700	(1,288.77)	75.81%
Postage and Shipping	233.83	150	83.83	-55.89%
Fees				
Bank Service Charges	188.50	250	(61.50)	24.60%
Credit Card Fees	533.25	800	(266.75)	33.34%
Business Taxes and Licenses				
Accounting, Audit, & Legal Fees				
Accounting Fees				
Audit Fees	2,100.00	3,000	(900.00)	100.00%
Legal Fees				
Collection Expense				
Travel				
Lodging	1,354.32	1,400	(45.68)	3.26%
Mileage	124.20	300	(175.80)	58.60%
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	339.74	600	(260.26)	43.38%
IT Support and Consulting				
Insurance				
Insurance - Building & Contents	390.00	350	40.00	-11.43%
Insurance - W/C				
Facilities				
Rent	13,660.00	15,600	(1,940.00)	12.44%
Internet/Telephone	2,451.44	2,800	(348.56)	12.45%
Utilities				
Electric	745.94	1,200	(454.06)	37.84%
Gas	796.37	1,000	(203.63)	20.36%
Water	1,756.34	2,400	(643.66)	26.82%
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	219.50	500	(280.50)	56.10%
FFE & Improvements				
Subtotal Office and Administrative Expenses	29,565.38	44,550	(15,581.31)	
Other Expenses				

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

Clinton House				
Year-to-Date				
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Bond Payments				
Grants Awarded				
Current Year Spring				
TheatreSquared Contribution				
Cyclocross Events				
Total Other Expenses	0.00	0	0.00	
Total Operating Expenses	132,378.21	185,109	(100,966.02)	
Net Operating Income/(Loss)	(120,268.39)	(176,809)	104,775.84	
FOR REFERENCE ONLY:				
Unrealized Gain/(Loss) on Investments				
Other (COGS / Bad Debt)				
Estimated YTD Depreciation				
Net Income/(Loss) for Cyclocross Events				
Total Net Income on Balance Sheet				

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

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Cyclocross Events Revenue	7,500.00	0	7,500.00	0.00%
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	1,221.67	0	1,221.67	-100.00%
Subtotal Interest and Investment Revenue	1,221.67	0	1,221.67	
Total Revenue	633,721.67	540,736	92,985.67	
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				

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Store Supplies				
Consignment Expenses				
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%

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Office Equipment Leases				
Office Equipment Purchases				
Subscriptions				
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				

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

	Cyclocross Events			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	Remaining % of Budget
Bond Payments				
Grants Awarded				
Current Year Spring				
TheatreSquared Contribution				
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 Operating Income/(Loss)	292,748.56	0	90,669.35	
FOR REFERENCE ONLY:				
Unrealized Gain/(Loss) on Investments				
Other (COGS / Bad Debt)				
Estimated YTD Depreciation				
Net Income/(Loss) for Cyclocross Events				
Total Net Income on Balance Sheet				

**Fayetteville A&P
Commission**

Memo

To: Molly Rawn, CEO, Fayetteville Advertising and Promotion Commission;
Fayetteville Advertising and Promotion Commissioners

From: Miletus Callahan-Barile, Facilities Manager, Fayetteville Town Center

Date: November 12, 2020

Re: Roof Replacement at Walker Stone House

Background:

The Walker Stone House roof is in need of extensive repairs due to hail damage and age. We have received three quotes, with the most affordable, comprehensive quote from Pinnacle Roofing, attached.

Cincinnati Insurance sent an adjuster to view the damage and has determined we are eligible for an initial payment of \$16,118.45 with an additional recoverable depreciation amount of up to \$12,774.20 to be distributed once the roof is substantially completed.

Recommendation:

The facilities manager and CEO recommend the commission accept the quote from Pinnacle Roofing for \$25,500. We expect to be reimbursed for the full amount.

The Pinnacle Roofing quote and letter from Cincinnati Insurance are attached.



Pinnacle Roofing & Home Exteriors
 3061 Wagon Wheel
 Springdale, AR 72762

08/25/2020
Claim Information

Phone: 479-250-1470

Company Representative

Brett Clark
 Phone: (479) 202-2348
 brett@mypinnacleroofing.com

This estimate is based on 56 squares including waste, starter, hip, ridge, & architectural shingles. We are to remove existing shingles, remove 2 layers of existing underlayment, replace damaged decking up to 2 sheets (if needed), cut openings for 6 additional turbine vents, install new chimney flashing on all 3 chimneys, step flashing (if needed) along roof to brick connections, install ice & water barrier along all valleys, synthetic underlayment, drip edge, pipe jacks, turbine vents, architectural shingles, & paint vent pipes to match shingle color. This estimate does not cover any unforeseen labor/materials or special flashing. This estimate will come with a 15 year workmanship warranty & the limited lifetime manufacturer shingle warranty.

Miletus Callahan
Experience Fayetteville
 207 West Center Street
 Fayetteville, AR 72701 (512) 470-8808

Job: Miletus Callahan

Roofing Section

	Qty	Unit
7-8 Pitch Tear-Off and Install New Shingles (R&R)	56.00	SQ
Malarkey Vista	53.00	SQ
Malarkey 227 RidgeFlex Hip & Ridge - 12" (31')	6.00	BD
Malarkey Smart Start (114 LF)	4.00	BD
Drip Edge: Metal Drip Edge Style D 10' - White	55.00	STK
7/16" x 4' x 8' OSB	2.00	EA
To replace damaged decking (if needed)		
Install OSB decking	2.00	EA
Resisto Econo Ice & Water Shield (2 sq)	2.00	RL
To be installed along all valleys		
Install Ice and Water	2.00	RL
InterWrap RhinoRoof U10 Synthetic Underlayment - 42"x286' (10 sq)	6.00	RL
Airvent Turbine Vent - 14"	7.00	EA
Labor - Cut Opening for Turbine Vent	6.00	EA
Large Pan	6.00	EA
Step Flashing	4.00	BD
Trim Coil	2.00	RL
Musket Brown		
Labor - Remove & Replace Chimney Flashing	3.00	EA
Small Flashings Kickouts and Corners	1.00	EA
Neoprene Pipe Flashing - 1"-3"	3.00	EA
Generic Touch Up Spray Paint (12 oz)	2.00	EA

Nova Flex	2.00	EA
Roofing Coil Nails - 1 1/4" (7200 Cnt)	3.00	BX
Generic Stainless Steel Staples - 3/8" (5000 Cnt)	4.00	BX
Arrowhead SRB Dumpster	1.00	EA
Pinnacle Roofing 15 Yr Workmanship Warranty	1.00	EA
2"x4"x12' Toe Board	5.00	EA
Safety Equipment	1.00	EA

\$23,252.71

Sub Total	\$23,252.71
Tax	\$857.29
TOTAL	\$24,110.00

**** All Estimates are valid for 15 days ****

**** All credit card payments are subject to a three percent (3%) convenience fee. ****

Important Notice To Owner : I understand that each contractor, subcontractor, laborer, supplier, architect, engineer, surveyor, appraiser, landscaper, abstractor, or title insurance agent supplying labor, services, materials, or fixtures is entitled to a lien against the property if not paid in full for all labor, services, materials, or fixtures used to improve, construct, or insure or examine title or the property even though the full contract price may have been paid to the contractor. I realize that this lien can be enforced by the sale of the property if necessary. I am also aware that payment may be withheld to the contractor in the amount of the cost of any services, fixtures, materials, or labor not paid for. I know that it is advisable to, and I may, require the contractor to furnish to me a true and correct full list of all suppliers and service providers under the contract, and I may check with them to determine if all materials, labor, fixtures, and services furnished for the property have been paid for. I may also require the contractor to present lien waivers by all suppliers and service providers, stating that they have been paid in full for supplies and services provided under contract, before i pay the contractor in full. If a supplier or other service provider has not been paid, I may pay the supplier or other service provider and contractor with a check made payable to them jointly.

- Unless other wise agreed in writing, any changes in the size, scope, or detail of the project from the specifications set forth in this agreement involving extra cost of materials or labor shall become an extra charge, over and above the contract amount. - No credits will be given for unused materials left at the job site. Those materials will be returned to our suppliers. - Any delays or cancellations not caused by Pinnacle Roofing may affect, among other things, the contract amount, the commencement date and the length of time for completion. - Payment is due upon completion of work. If an invoice is not paid on or before the 10th day after completion, interest shall accrue at the rate of seventeen percent (17%) per annum on the unpaid balance. - This agreement shall be governed and construed under and in accordance with the laws of Arkansas. Venue for any action shall be in Benton County Circuit Court in Benton County, Arkansas or any proper venue Pinnacle Roofing may choose in its sole discretion. - No back charges will be allowed unless agreed to in writing prior to the date that said back charge is the have occurred. - Customer agrees that in the event of a problem arises in connection with Pinnacle Roofing's work, the exclusive remedy shall be limited to, in the sole discretion of Pinnacle Roofing, one of the following: repair of the non-conforming service, replacement of the non-conforming service, or refunding the original contract price. - Customer agrees that no consequential damages of any kind shall be recoverable from Pinnacle Roofing whether arising out of contract, warranty, strict liability, product liability or tort. This includes but this in not limited to loss of income, profits, business or reputation. - Customer must prove free and clear access to the site at all times during work hours. - If the work fails or damaged through no fault or Pinnacle Roofing, the Pinnacle Roofing is not liable for such damages. If the customer wishes to have Pinnacle Roofing repair such damages, this work will be done at the additional charge of \$70.00 per man per hour, plus the cost of materials. - Pinnacle Roofing is not responsible for damages to HVAC condensate and refrigerant lines. - All job related debris will be removed to the best of Pinnacle Roofing's abilities. The ground around the house, garage, and all areas where materials and dumpsters were located will be cleaned. During the installation process, debris and sawdust will fall into the attic; contractor will not be held responsible for cleanup of the attic areas or any other interior areas. Precautions should be taken to protect any uncovered or valuable items. Incidental cracks in the wall and nail pops in ceilings are at times unavoidable results of the roofing process. Care should be taken to remove items form the walls in order to prevent damage. All efforts will be undertaken to avoid damage to the property owners landscaping and property. Pinnacle Roofing will not be responsible for damages or re-positioning of satellite dishes. It is also the responsibility or property owner to move any items of value that could be damaged during construction around the work area (such as outdoor grills) , as Pinnacle Roofing will not be responsible for damage or breakage during construction. - Pinnacle Roofing shall maintain current workmen's compensation and general liability insurance.

Company Authorized Signature

Date

Customer Signature

Date

Customer Signature

Date



The Cincinnati Insurance Company ■ The Cincinnati Indemnity Company
The Cincinnati Casualty Company ■ The Cincinnati Specialty Underwriters Insurance Company
The Cincinnati Life Insurance Company

Brian Battaglia
Sr. claims specialist

11/09/2020

FAYETTEVILLE TOWN CENTER AND CONVENTION VISITOR BUREAU
ATTN: MILETUS CALLAHAN-BARILE
P.O. BOX 4157
FAYETTEVILLE, AR. 72702

RE:	Insured:	FAYETTEVILLE TOWN CENTER AND CONVENTION VISITOR BUREAU
	Claim No.:	3611479
	Policy No.:	05ENP0100938
	Loss Date:	5/4/2020

Dear Miletus Callahan-Barile:

Please allow this letter to serve as confirmation of our conversation completed today regarding the above referenced loss. Per our discussion, the building consultant we hired to assist us with this hail damage claim (Young and Associates) has completed their estimates and I have attached them here for your review. The properties inspected in Fayetteville Arkansas include the "Visitor's Center" and the "Stone House". The damages at the Visitor's Center amounted to \$763.39, which is below your \$2,500 deductible for that location. As such, I cannot issue a payment for the damage to the Visitor's Center. The damage at the Stone House amounted to \$29,892.65. That building maintains a \$1,000 deductible. The recoverable depreciation for this location amounted to \$12,774.20. Therefore, your initial claim payment (included here) is \$16,118.45.

As discussed, please contact me once the repairs have been substantially completed at the Stone House so that we can reinspect the property, and if in order at that time, release the recoverable depreciation payment to you in the amount of \$12,774.20.

Sincerely,

Brian Battaglia
Sr. claims specialist

MARKETING REVIEW

JAN-OCT 2019 VS JAN-OCT 2020

Overall Users:

250,273 VS **195,625**: **-22%**

Overall Sessions:

297,951 VS **230,098**: **-23%**

Organic Search (Users):

106,628 VS **93,009**: **-13%**

Landing Page Views:

90,802 VS **44,533**: **-51%**

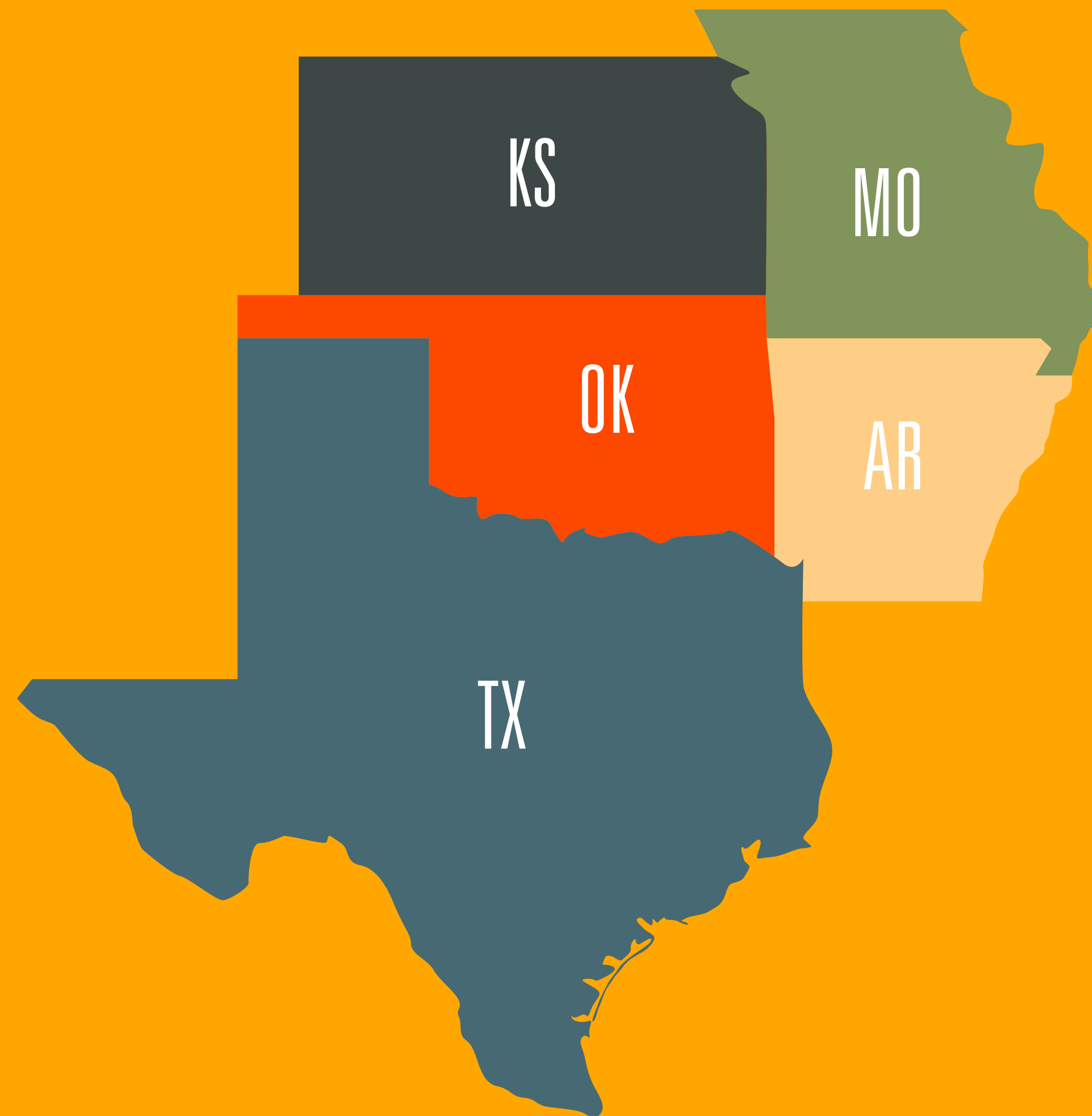
Online Guide Requests:

7,489 VS **7,779**: **+4%**

SITE TRAFFIC BY TOP STATES OCT. 2020

Traffic by Top States

1. Arkansas: 34%
2. Texas: 17%
3. Oklahoma: 10%
4. Missouri: 10%
5. Kansas: 4%



ONLINE GUIDE REQUESTS BY TOP STATES OCT. 2020

Total: 1,269

Online mail requests: 132 (10%)

PDF downloads: 552 (44%)

Flipbook views: 585 (46%)

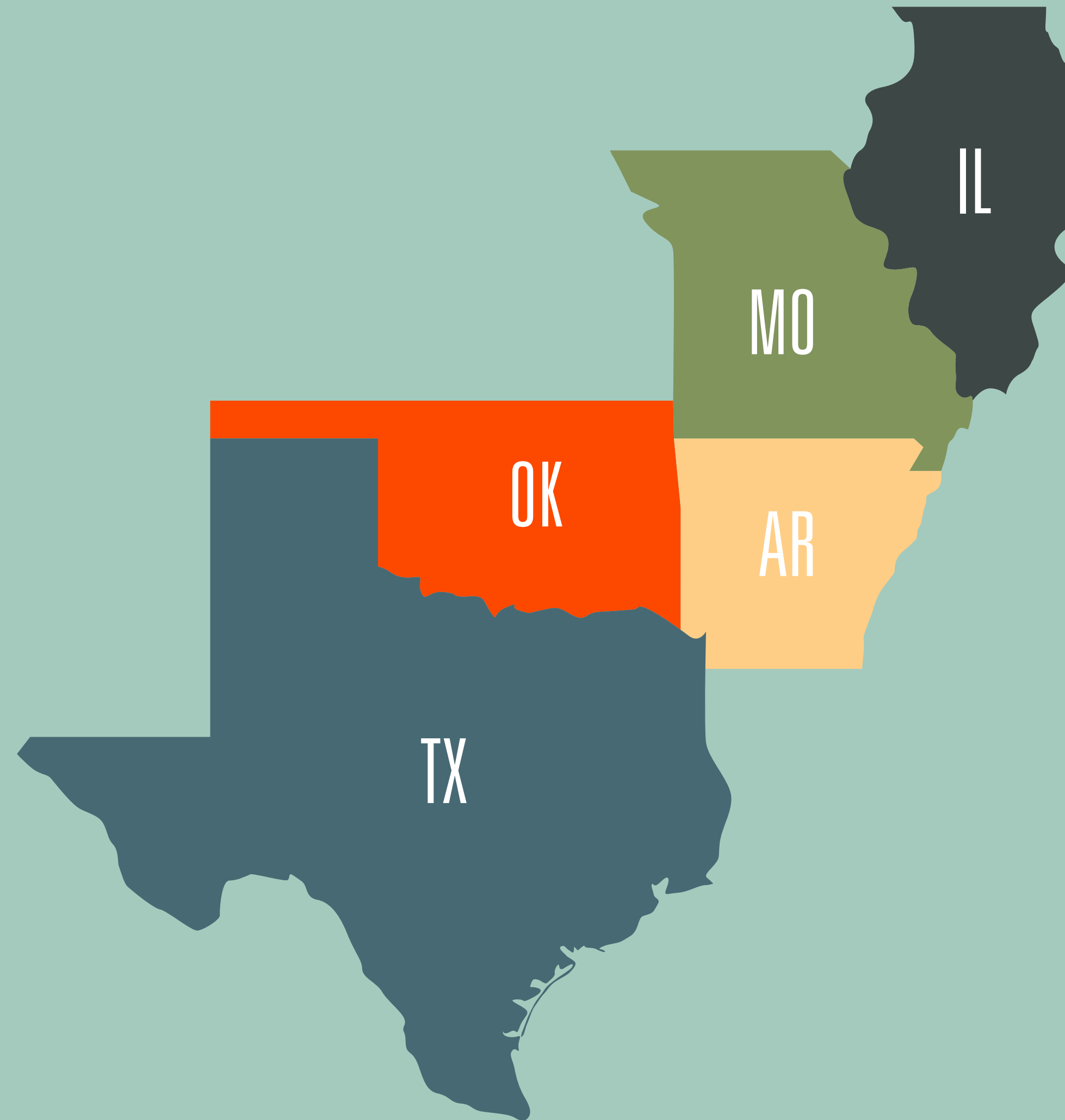
Arkansas: 28%

Texas: 22%

Oklahoma: 10%

Missouri: 10%

Illinois: 4%



SUMMER/FALL FLIGHT OCT. 2020

Social

Impressions: **3,828,436**

Clicks: **12,036**

CTR: **0.31%**

Display

Impressions: **1,523,107**

Clicks: **1,819**

CTR: **0.12%**

Pre-roll

Impressions: **364,988**

Clicks: **602**

CTR: **0.16%**

Connected TV

Impressions: **381,079**

Clicks: **570**

CTR: **0.15%**

PAID SEARCH OCT. 2020

Consumer/Leisure

Impressions: 47,604

Clicks: 4,569

CTR: 9.60%

CPC: \$0.75

Town Center

Impressions: 5,629

Clicks: 496

CTR: 8.81%

CPC: \$2.33

Spanish

Impressions: 3,963

Clicks: 292

CTR: 7.37%

CPC: \$3.42

Rally Campaign

Impressions: 118

Clicks: 11

CTR: 9.32%

CPC: \$15.83