

**Fayetteville Advertising and  
Promotion Commission  
June 28th, 2021 2:00 p.m.**

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

Commissioners: Katherine Kinney, Chair, Tourism & Hospitality Representative  
Todd Martin, Tourism & Hospitality Representative  
Chrissy Sanderson, Tourism & Hospitality Representative  
Elvis Moya, Tourism & Hospitality Representative  
Andrew Prysby, Commissioner at-large  
Matthew Petty, City Council Representative  
Sarah Bunch, City Council Representative

Staff: Molly Rawn, Chief Executive Officer; Jennifer Walker, Vice President of Finance; and Hazel Hernandez, Vice President of Marketing and Communications

**Agenda**

- I. Call to order at 2:00 p.m.
- II. Old Business
  - A. Review and approval of May 2021 minutes
- III. New Business
  - A. CEO Report, Molly Rawn
  - B. Financial Report, Jennifer Walker, Vice President of Finance
  - C. Marketing Report, Hazel Hernandez, Vice President of Marketing and Communications
  - D. Vote. Approving a quote from Multi-Craft Contractors for replacement of a Town Center roof top HVAC unit. *Memo attached.*
  - E. Presentation on the Dickson Street Art Court from Jordan Garner, Tyson Family Foundation
  - F. Vote. Tyson Family Foundation Grant *Memo attached.*
  - G. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners.
- IV. Announcements
- V. Adjourn

Fayetteville Advertising and Promotion Commission  
Minutes from May 24<sup>th</sup>, 2021 Meeting  
Virtual Public Meeting, Via Zoom

Commissioners Present: Katherine Kinney, Chairperson, Matthew Petty, Todd Martin, Andrew Prysby, Sarah Bunch, Elvis Moya

Commissioners Absent: Chrissy Sanderson

Staff: Molly Rawn, CEO; Hazel Hernandez, VP of Marketing and Communications; and Jennifer Walker, VP of Finance

I. Chairperson Kinney called the meeting to order at 2:00 p.m.

II. Old Business

- a. Commissioner Martin motioned to approve the April 2021 minutes with Commissioner Petty seconding. The minutes were unanimously approved.

III. New Business

a. CEO Report

- i. HMR Data: Our numbers, which reflect March activity, are up more than 59% from a year ago. This reflects a 100% increase in lodging collections and a 55% increase in restaurant collections.
- ii. Visitors Center: We had \$2,044 in sales and saw 455 visitors in April which is a 45% decline compared to April 2018 which is our closest comparison year as we were closed in April 2019 for remodeling and April 2020 for Covid. We are now open on Saturdays and are seeing many more visitors and more sales.
- iii. STR report from lodging institutions: Our average daily rate (ADR) is down 12% year to date. Additionally, our occupancy rate is down 5%. Rawn reminded the group that Fayetteville had really strong tourism months in January and February 2020 and it will take a few months to get occupancy and rates back to normal levels.
- iv. Finance snapshot: Our April revenue and expenses are targeted to be at 33% and they are both right at 30%, which is really positive news.
- v. Masks at Fayetteville Town Center: we understand the city will be addressing the mask ordinance next week. If repealed, our plan is that town center staff will wear masks but we will not require guests wear masks.

b. Financial Report, Jennifer Walker, VP of Finance

Total revenue and expenses for the year are on par with each other, running at about 30% of budget. Walker is pleased to be both closing the gap and also keeping our expenses in line with revenue. Pulling out just the HMR revenue, you can see that we are at 33% of budget.

In giving the PPP Loan program summary, she stated we expect to have some if not all of these funds forgiven, and the report shows we're at 62.6% of usage of this loan.

c. Marketing Report, Hazel Hernandez, VP of Marketing and Communications

Website usage is significantly up compared to same time last year, showing a 50% increase in both overall users and sessions.

Landing page last month was down 13% and is now up 39%; that is because we've just launched our paid summer media flight to our larger markets.

Online guide requests saw an increase of about 1,500 and the breakdown by state is comparable to our targeted media campaigns.

Hernandez then discussed our current paid search metrics. As a reminder, paid searches are ads that are served to viewers actively searching for us and they have all been doing well, with our leisure and town center searches garnering the most impressions and clicks. We see that our Spanish searches continue to do well. We will likely reduce spending to our Fayetteville Together search as our restaurants continue to rebound.

Our restaurant flight ran January 18 to May 2<sup>nd</sup>. Everything performed really well, especially the social ads which were both static and video image ads with nearly a thousand people giving a post reaction to them.

Our summer flight is the largest flight of the year, it's 8 weeks and is targeted to these areas: Little Rock, Dallas/Ft. Worth, Tulsa, Kansas City, and NWA. With just a few weeks of data in, we can already see the campaign is doing well. Hernandez explained that YouTube has a true view option, whereas viewers can opt out of ad content. She explained that the data we see from this is really favorable as it shows viewers who are really engaged with our content and showing strong interest in visiting.

d. Medalist Sports Contract presentation and Vote

CEO Rawn introduced a contract with Medalist Sports, an organization in Atlanta, with a long history of putting on UCI Championship events. Medalist Sports have submitted a contract to work with Experience Fayetteville to produce both the UCI World Cup in October and the UCI World Championship in January 2022. She stated that we are very impressed with them. The Medalist Sports team have been to Fayetteville for a working visit and have met with Rawn, Brannon Pack our Cycling Coordinator and Jennifer Walker our VP of Finance along with most of our team. Kevin Benjamin with Medalist Sports will be our project manager.

Both Rawn and Vince Chadick have reviewed the contract and Rawn is asking the commission for permission to sign.

Commissioner Moya make a motion to approve the approval for CEO Rawn to sign

the agreement for the event management and consulting operations agreement and Commissioner Bunch seconded it. It passed unanimously.

e. Discussion on returning to in person meetings:

Chair Kinney opened this topic with Rawn stating we had the Town Center available if the commission would like to attend in person starting with the June meeting. Commissioner Kinney said she'd be happy to see commissioners in person next month if they are comfortable. The commissioners also stated that they are comfortable. Rawn clarified that while masks were not required, they were certainly optional.

f. With no other topics, Rawn asked if Commissioner Martin would share a brief overview of his involvement with the Dickson Street Merchants Association (DSMA).

Commissioner Martin began by saying that over the last few months the DSMA has gone through a bit of a transformation. They changed their bylaws last week to expand the territory to include these streets as boundaries: Arkansas Avenue for a west boundary, College Avenue as an east boundary, Rock Street as a south boundary and Maple Street as a north boundary, encompassing both Block Avenue and the square. Currently the name continues to be Dickson Street Merchants Association but he expects that will be addressed soon. A temporary seven-member board of directors was voted in to increase membership within a four-month period of time with the goal of voting in a permanent board of directors and bringing on board a full time Executive Director. It is their intent to continue to work with Experience Fayetteville and other organizations.

g. Rawn shared she is a member of Fayetteville's Economic Recovery and Vitality Plan steering committee and is excited to serve promote the importance of tourism in economic recovery. She's looking forward to seeing how she can continue to work with area businesses and will keep this group in the loop.

h. Adjourn: With no further business or announcements, Chair Kinney ended the meeting at 2:36 p.m.

*Minutes submitted by Amy Stockton, Director of Operations, Experience Fayetteville*

## June Update

### I. Visitor Activity

- A. Occupancy is up 74% in May 2021 vs May 2020
- B. YTD Occupancy is up 20% over the prior year
- C. 685 visitors in May 2021, down 42% from May of 2018, our last comparable data
- D. Total visitors center sales for May up 65% from the previous month.
  - 1. Sold more than \$1,000 in PRIDE merch, 100% of profits benefit NWA Equality

### II. Town Center

- A. In May, we hosted 27 meetings/events including a “Nurses Crushing COVID” appreciation reception
- B. We are still operating at 2/3 capacity and continually evaluating the limits of the space and ability to maintain a safe event environment for all.
- C. Airwall repair remains underway, but is nearing completion
- D. We are working through the remaining punch list items from the city’s improvement of the plaza
- E. Hired Griffin Stroupe as full-time Sales Manager
- F. Hired Madison Hurley as full-time Event Manager
- G. 4th quarter is beginning to see significant increase in requests

### III. Looking forward

- A. Experience Fayetteville is partnering with Latinas en Bici for the *Tour de Frida!* a ride combining cycling and public art in a celebration of Frida Kahlo. This event is July 17th and more information is on our website and social media channels.
- B. August 26-29th the 44th Annual Joe Martin Stage Race and Experience Fayetteville Criterium. We are expecting thousands of spectators.
- C. US Trail Running Conference October 27-30<sup>th</sup>
- D. Spartan US Trail Running Championship October 31
- E. Sand Volleyball Tournaments returning to Fayetteville, July & September (2 Day events, upwards to 25 teams).

## April Activity

**\$37,409** + **\$291,304**  
Lodging Restaurant

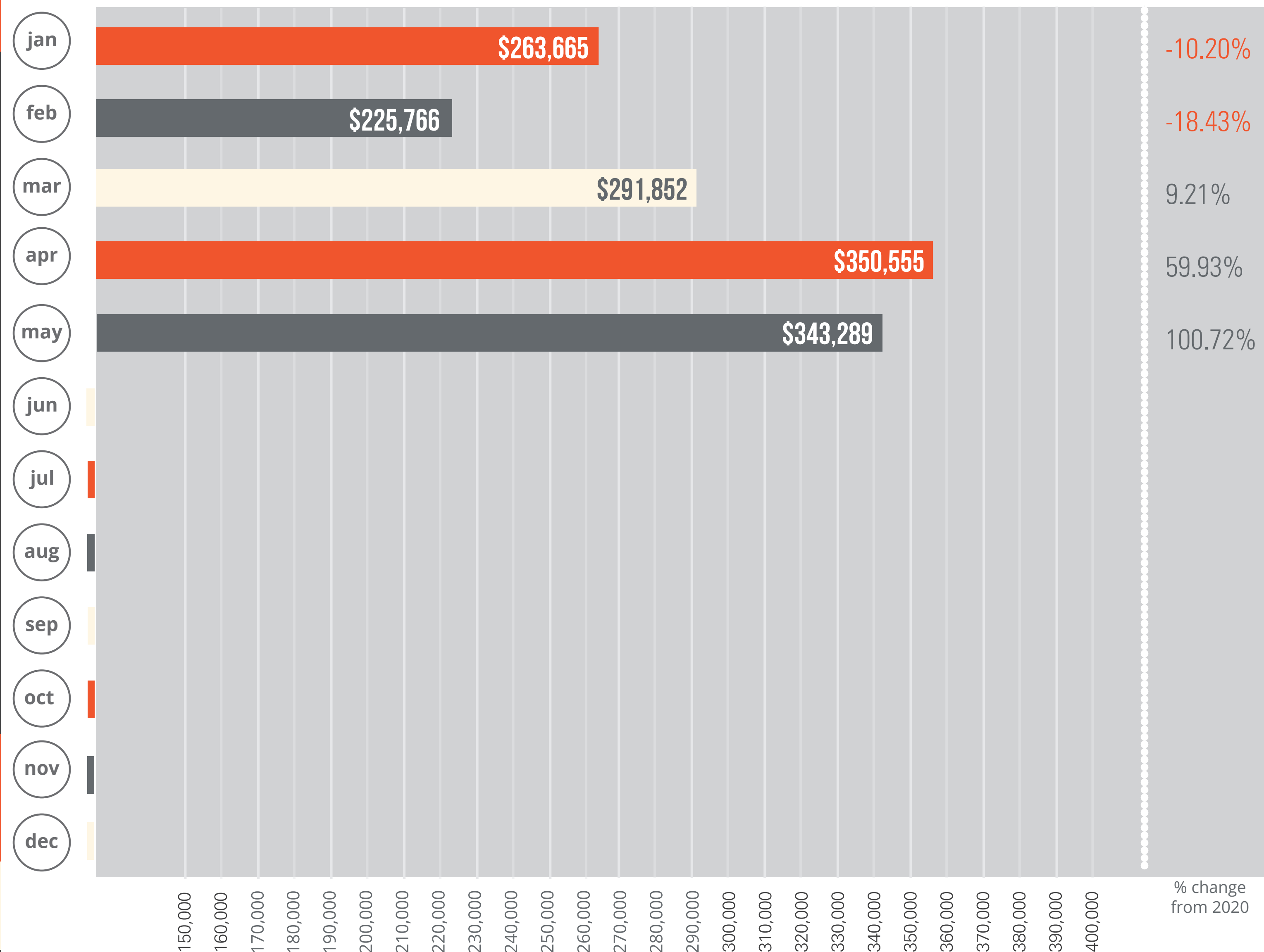
**\$14,576**  
Prior Dues Collected

**\$343,289**  
Total HMR Collected

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

2017	2018	2019	2020	2021
\$1,373,024	\$1,421,827	\$1,481,347	\$1,227,866	<b>\$1,475,127</b>
3.34%	3.55%	4.19%	-17.11%	<b>20.14%</b>
% change over previous year				

## Monthly A&P Tax Collections 2021\*\*



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

# Memo



**To:** Molly Rawn, CEO, Experience Fayetteville

**From:** Jennifer Walker, VP Finance, Experience Fayetteville

**Date:** June 10, 2021

**Re:** Financial Statements – May 2021

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This packet contains Experience Fayetteville Financial Statements for the month ended May 31, 2021. The following reports are included in the packet:

- HMR Summary – April Activity / May Collections
- Summary Financials for month ended May 31, 2021
- PPP Loan Summary (100% spent)
- Experience Fayetteville Detail Financial Report
- Expense Detail – Promotions, Sports, and Tourism Development
- Accounts Receivable (A/R) Aging Summary
- Accounts Payable (A/P) Aging Summary
- Unearned Revenue Summary by Year and Client
- Clinton House Museum Summary – May 2021

Target Budget February – 42%

- Revenue target 42% of budget or higher by the end of May 2021.  
Expenditures target 42% or lower at May 2021.

Total Revenue YTD: \$1,537,575 or 38.7%; We are running 3% below target.

Tax Receipts - \$1,475,127 (note, we are now ahead of budget by 1% ytd)

Town Center - \$40,213 (note \$151k+ unearned revenue on Balance Sheet)

Other - \$22,235

Total Expenditure YTD: \$1,406,683 or 35.4%; we are 7% below budget target.

EF Main - \$1,190,416

Town Center - \$216,267

Overall, HMR tax continued to rebound in May Collections (April activity), and YTD collections now exceed budget expectations by 1%. We are not meeting overall revenue budget targets due to the Town Center shortfalls, but spending is well positioned with an Operating Net Income of \$130,892 year to date.

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ May 31, 2021**

	<b>CONSOLIDATED</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	1,475,127	3,460,576	(1,985,449)	42.6%
Rental Revenue	35,718	350,250	(314,532)	10.2%
Event Revenue	4,585	37,500	(32,915)	12.2%
Visitor Center Store Revenue	10,434	45,258	(34,824)	23.1%
Parking Revenue	5,344	21,500	(16,156)	24.9%
Advertising Revenue	200	8,000	(7,800)	2.5%
Other Revenue	1,363	-	1,363	0.0%
WFF Cycling Coordinator Grant	-	31,190	(31,190)	0.0%
Interest and Investment Revenue	4,803	21,500	(16,697)	22.3%
<b>Total Revenue</b>	<b>1,537,575</b>	<b>3,975,774</b>	<b>(2,438,199)</b>	<b>38.7%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	3,532	68,690	(65,158)	5.1%
Event Expenses	11,894	73,800	(61,906)	16.1%
Visitor Center & Museum Store	14,908	41,560	(26,652)	35.9%
Personnel	459,811	1,329,680	(869,869)	34.6%
Sales & Marketing	319,913	961,675	(641,762)	33.3%
Office and Administrative	204,545	593,369	(388,824)	34.5%
Bond Payments	292,081	707,000	(414,919)	41.3%
TheatreSquared Contribution	100,000	200,000	(100,000)	50.0%
<b>Total Operating Expenses</b>	<b>1,406,683</b>	<b>3,975,774</b>	<b>(2,569,091)</b>	<b>35.4%</b>
<b>Net Operating Income/(Loss)</b>	<b>130,892</b>	<b>-</b>	<b>130,892</b>	<b>0.0%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	344,434			0.0%
<b>Other Expenses</b>				
FFE & Improvements	82,462	155,000	(72,538)	53.2%
Depreciation Expense	58,334			0.0%
Cost of Goods Sold	(1,842)			0.0%
<b>Net Income/(Loss) (without Cyclocross Grants)</b>	<b>336,372</b>	<b>(155,000)</b>	<b>146,939</b>	<b>-217.0%</b>
<b>Net Income/(Loss) for Cyclocross Events</b>	<b>364,293</b>			
<b>Total Net Income/(Loss)</b>	<b>700,665</b>			



**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ May 31, 2021**

	<b>Experience Fayetteville</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	1,475,127	3,460,576	(1,985,449)	42.6%
Event Revenue	5,997	26,500	(20,503)	22.6%
Visitor Center Store Revenue	10,434	45,258	(34,824)	23.1%
Advertising Revenue	200	8,000	(7,800)	2.5%
WFF Cycling Coordinator Grant	1,363	31,190	(29,827)	4.4%
Interest and Investment Revenue	4,240	19,000	(14,761)	22.3%
<b>Total Revenue</b>	<b>1,497,361</b>	<b>3,590,524</b>	<b>(2,093,163)</b>	<b>41.7%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Event Expenses	10,574	62,800	(52,226)	16.8%
Visitor Center & Museum Store	14,908	41,560	(26,652)	35.9%
Personnel	345,549	910,718	(565,169)	37.9%
Sales & Marketing	319,543	942,375	(622,832)	33.9%
Office and Administrative	107,761	302,799	(195,038)	35.6%
Bond Payments	292,081	707,000	(414,919)	41.3%
TheatreSquared Contribution	100,000	200,000	(100,000)	50.0%
<b>Total Operating Expenses</b>	<b>1,190,416</b>	<b>3,167,252</b>	<b>(1,976,836)</b>	<b>37.6%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>306,946</b>	<b>423,272</b>	<b>(116,326)</b>	<b>72.5%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	344,434	-	344,434	0.0%
<b>Other Expenses</b>				
FFE & Improvements	-	15,000	(15,000)	0.0%
Depreciation Expense	31,389			
Cost of Goods Sold	(1,842)			
<b>Net Income/(Loss)</b>	<b>621,833</b>	<b>408,272</b>	<b>(130,873)</b>	<b>152.3%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ May 31, 2021**

	<b>Town Center</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
Rental Revenue	33,290	350,250	(316,960)	9.5%
Event Revenue	1,015	11,000	(9,985)	9.2%
Parking Revenue	5,344	21,500	(16,156)	24.9%
Interest and Investment Revenue	564	2,500	(1,936)	22.6%
<b>Total Revenue</b>	<b>40,213</b>	<b>385,250</b>	<b>(345,037)</b>	<b>10.4%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	3,532	68,690	(65,158)	5.1%
Event Expenses	1,320	11,000	(9,680)	12.0%
Personnel	114,262	418,962	(304,700)	27.3%
Sales & Marketing	369	19,300	(18,931)	1.9%
Office and Administrative	96,784	290,570	(193,786)	33.3%
<b>Total Operating Expenses</b>	<b>216,267</b>	<b>808,522</b>	<b>(592,255)</b>	<b>26.7%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>(176,054)</b>	<b>(423,272)</b>	<b>247,218</b>	<b>41.6%</b>
<b>Other Expenses</b>				
FFE & Improvements	82,462	140,000	(57,538)	41.1%
Depreciation Expense	26,945			
<b>Net Income/(Loss)</b>	<b>(285,461)</b>	<b>(563,272)</b>	<b>277,811</b>	<b>50.7%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ May 31, 2021**

	<b>Cyclocross Events</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
<b>Other Revenue</b>				
Cyclocross Grant Funds	750,666	675,000	75,666	111.2%
Cyclocross Events Revenue	-	288,500	(288,500)	0.0%
Interest and Investment Revenue	842	3,000	(2,158)	28.1%
<b>Total Revenue</b>	<b>751,508</b>	<b>966,500</b>	<b>(214,992)</b>	<b>77.8%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Marketing	639	-	639	0.0%
Office and Administrative Expenses	4,557	2,500	2,057	182.3%
Cyclocross Events	382,019	1,342,089	(960,070)	28.5%
<b>Total Operating Expenses</b>	<b>387,215</b>	<b>1,344,589</b>	<b>(957,374)</b>	<b>28.8%</b>
<b>Net Income/(Loss)</b>	<b>364,293</b>	<b>(378,089)</b>	<b>742,382</b>	<b>-96.4%</b>

# Fayetteville A&P Commission

## Balance Sheet

As of May 31, 2021

### ASSETS

#### Current Assets

Cash	1,826,962
Investments	1,191,804
Accounts Receivable	374,119
Prepaid Expenses	21,583
Deposits	30,617
Visitors Guide Trade	3,502
Inventory Asset	13,908

**Total Current Assets** **3,462,494**

#### Other Assets

Capital Assets	
Furniture & Fixtures	96,641
Equipment	498,597
EF/CVB Building	940,410
EF/CVB Land	198,621
Building Additions	971,952
Walker-Stone House	1,167,218
Accumulated Depreciation	(1,279,614)

**Total Other Assets** **2,593,824**

**TOTAL ASSETS** **6,056,318**

### LIABILITIES AND EQUITY

#### Current Liabilities

Accounts Payable	79,409
Unearned Revenue	151,238
PPP Loan Payable	245,900

**Total Liabilities** **476,547**

#### Equity

Unreserved Fund Balance	2,879,105
Operating Reserve	1,000,000
Capital Reserve	1,000,000
Temporarily Restricted Funds	-
Net Revenue	
Gain/(Loss) on Investments	344,434
Net Revenue without Cyclocross	(8,061)
Net Revenue for Cyclocross	364,293

**Total Equity** **5,579,771**

**TOTAL LIABILITIES AND EQUITY** **6,056,318**

**Fayetteville A and P Commission**  
**PPP Loan Program Summary**  
**Year-to-Date @ May 31, 2021**

PPP Loan 2021				
Year-to-Date, May 31 2021				
	Actual	Budgeted	Variance	Percent Spent
<b>Inflows</b>				
Loan Funds Received	245,900	245,900	-	100.0%
<b>Total Inflows</b>	<b>245,900</b>	<b>245,900</b>	<b>-</b>	<b>100.0%</b>
<b>Outflows</b>				
<b>Personnel</b>				
Payroll	204,282	200,000	(4,282)	102.1%
Benefits	23,742	23,900	158	99.3%
<b>Other</b>				
Rental Expenses (Town Center)	2,000	2,000	-	100.0%
Utilities	15,875	20,000	4,125	79.4%
<b>Total Operating Expenses</b>	<b>245,900</b>	<b>245,900</b>	<b>0</b>	<b>100.0%</b>
<b>Remaining Funds Available</b>	<b>0</b>	<b>-</b>		

# MARKETING OVERVIEW

**JAN-MAY 2021 VS  
JAN-MAY 2020**

Overall Users:

**120,538 VS 76,120: +58%**

Overall Sessions:

**139,414 VS 89,417: +56%**

Organic Search (Users):

**54,780 VS 36,669: +49%**

Landing Page Views:

**22,347 VS 10,820: +107%**

Online Guide Requests:

**4,785 VS 2,915: +64%**

# ONLINE GUIDE REQUESTS JAN-MAY 2021

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**PDF: 1,861 (39%)**

**Flipbook: 2,253 (47%)**

**Mail: 671 (14%)**

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**Total: 4,785**

**Jan-May 2020 Total: 2,915 (+64% YOY)**

## **Top States for VG Requests\***

**1. Arkansas: 28%**

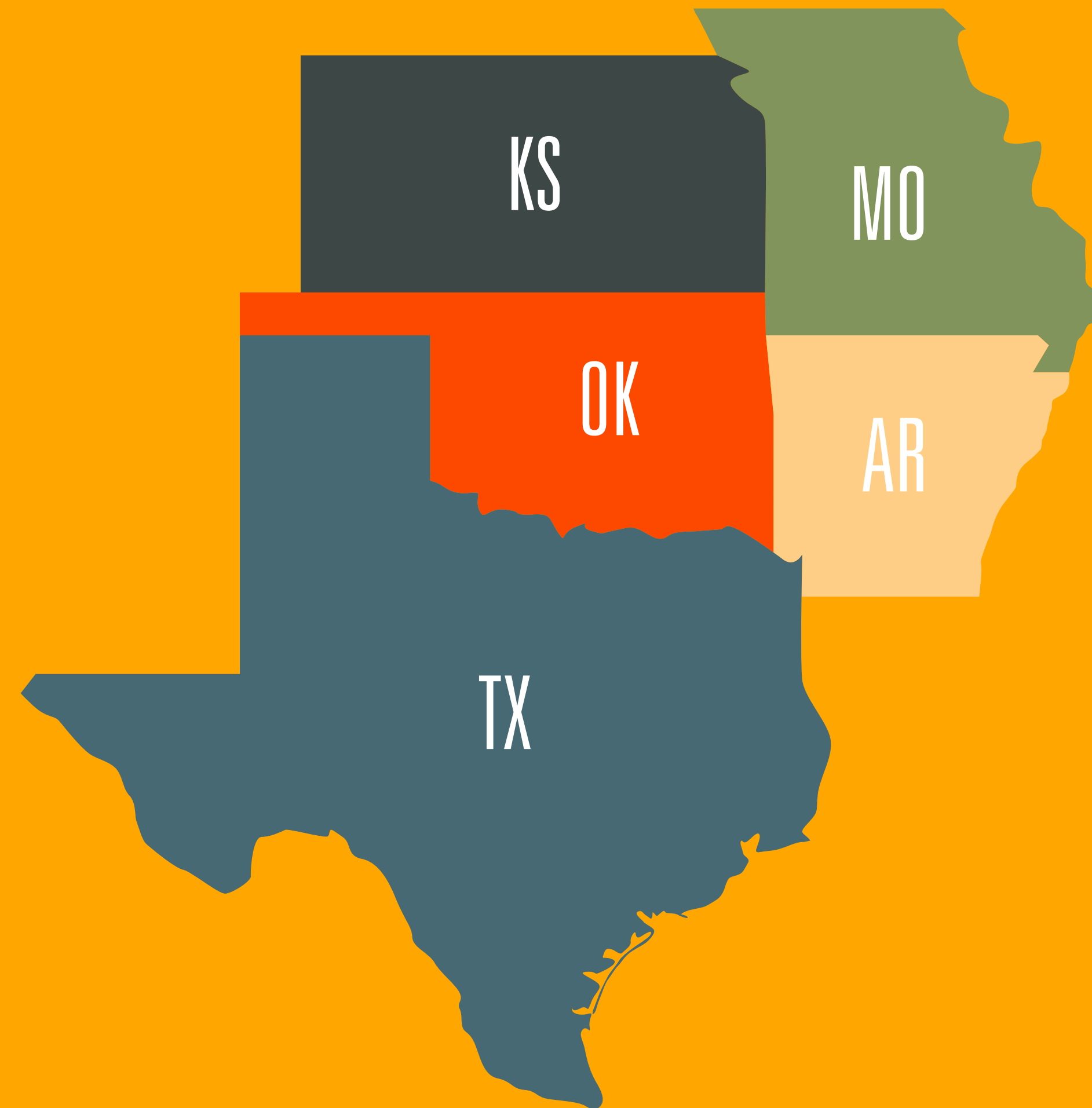
**2. Texas: 19%**

**3. Missouri: 10%**

**4. Oklahoma: 8%**

**5. Kansas: 5%**

**\*Note:** These numbers apply to PDF downloads and  
Flipbook Views Only.



# WEBSITE TRAFFIC TRENDS

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## New Site Visitors

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New visitors accounted for **89.25%** of users **1/1-5/31**. This is trending with secondary city travel trends, as prospects research less populated destinations.

## International Site Visitors

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As Fayetteville is set to host cyclo-cross events, European site visits are up significantly YOY. Including:



UK : **+75%**



Finland : **+2,356%**



Germany : **+88%**



Belgium : **+97%**



# WEBSITE TRAFFIC TRENDS (CONT'D.)

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## Site Content

The top content draws thus far in 2021

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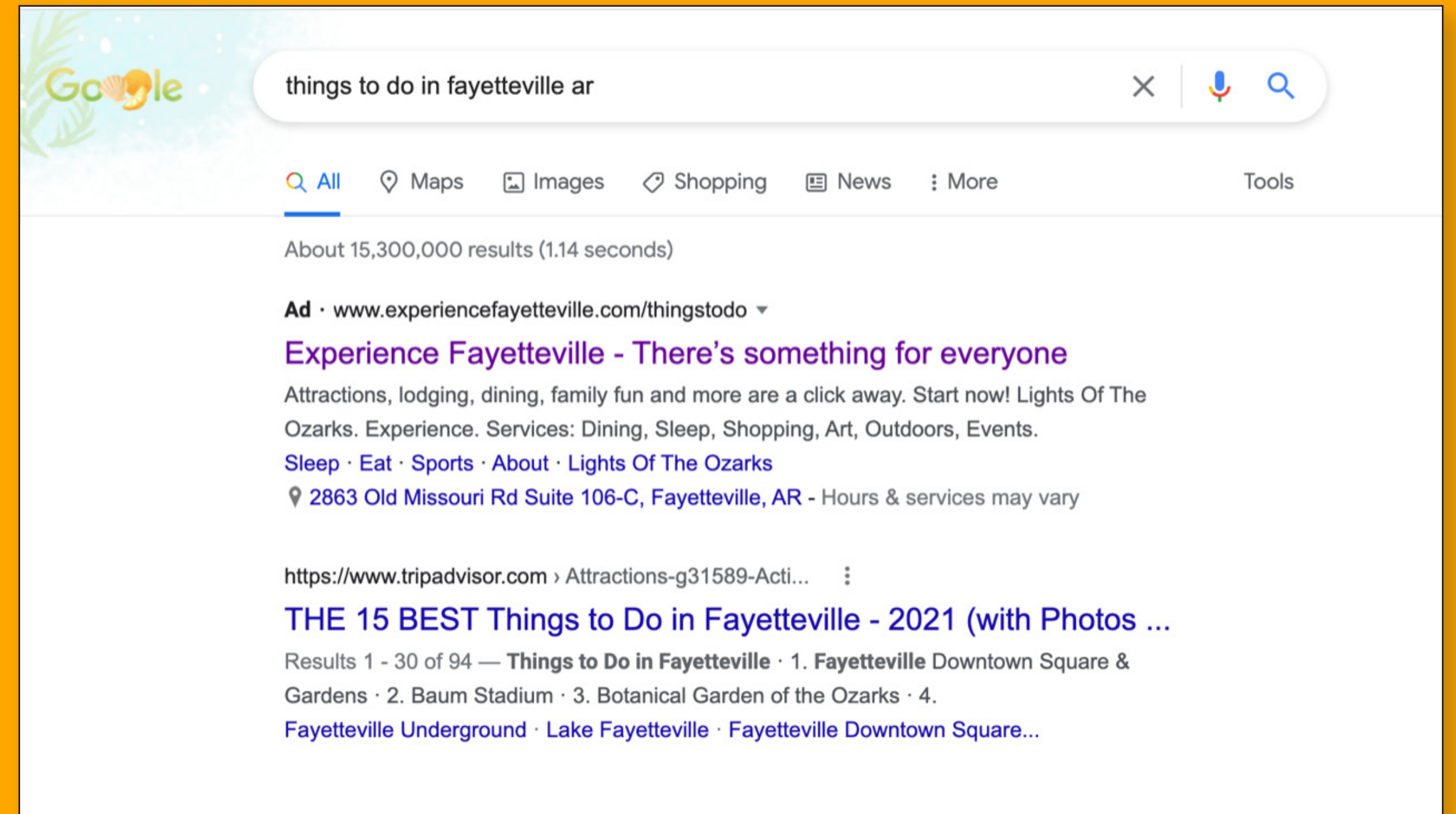
1. [/visitfayetteville](#) (landing page)
2. [/46-things-to-do](#)
3. [/guide](#)
4. [/experience/events](#)
5. [/eat](#)
6. [/events/ProCupMTB](#)
7. [/events/ProCupTri](#)
8. [/events/ProCupCycling](#)
9. [/sleep](#)

# MAY PAID SEARCH

We served **56k** paid search impressions in May, with **5,358** clicks to the Experience Fayetteville website, for an overall CTR of **9.5%**.

The search phrase with the most clicks was “Festivals Fayetteville.”

Paid search traffic had the highest on-site conversion rate, followed by social media.



## Fayetteville A&P Commission

# Memo

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

**From:** Tyler Wilson, General Manager, Fayetteville Town Center  
Miletus Callahan-Barile, Facilities Manager, Fayetteville Town Center

**Date:** June 14, 2021

**Re:** RTU 3 Unit Replacement at Fayetteville Town Center

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### Background:

Upon inspection, The Fayetteville Town Center must replace one of the two HVAC units due to the inability to repair functionality. The current bid from Multi-Craft Contractors includes complete turnkey install of the new RTU 3 Unit and removal of the malfunctioning unit. Multi-Craft Contractors estimate the cost of this project to be \$45,760.00 with all taxes and fees included. Two additional bids were not requested due to the existing maintenance contract between The Fayetteville Town Center and Multi-craft Contractors.

### Recommendation:

It is the recommendation of the facilities manager and the Fayetteville Town Center General Manager that the commission accepts the quote for unit replacement from Multi-Craft Contractors.

The RTU 3 quote from Multi-Craft Contractors outlining the project's full scope and itemized costs is attached.



May 25, 2021

Quote: 11S05131352

FTC  
15 W Mountain St  
Fayetteville, AR 72701

Attn: Miletus Barille  
PH: 512-470-8808  
miletus@twncenter.com

RE: RTU 3/Replacement 27.5 tn Trane

The Service division of Multi-Craft Contractors, Inc. is pleased to present the following proposal.

Scope of work:

- Complete JSA (Job Site Safety Analysis) before work begins.
- Disable and Lock Out corresponding electrical circuit.
- Provide necessary permits for closing off of South Block Ave for crane access.
- Provide hauling, crane, and rigging req's for removing and installing of RTU 3 (Trane like for like).
- Disconnect electrical, plumbing, and controls; remove and dispose of unit per EPA standards.
- Provide and install NEW 27.5 ton Rooftop unit.
- Provide and install new electrical disconnect.
- Provide and install and configure factory economizer sectional option.
- Provide and install factory condensing coil hail guards option.
- Provide all material(s) and component(s) to connect all necessary controls, electrical, and plumbing services.
- Return RTU electrical service perform startup and verify proper equipment and control(s) operation(s).
- Integrate NEW RTU 3 into BMS and verify all proper operation.

Exclusions:

- Any scopes/repairs/replacements not stated above are not included.

Warranty:

- RTU to come with standard manufacturer warranty.
- MCC to provide 1 year labor warranty

**Parts and Materials: \$ 35,472.00 plus applicable taxes**

**Labor: \$ 3,278.00**

**Crane/rentals/permits: \$ 2,850.00 plus applicable taxes**

**Price Before tax: \$ 41,600.00**

**Total Price: \$ 45,760.00 all taxes included**

This price is based upon all work being performed during normal daytime business hours. Above stated price is valid through June 24, 2021.

We appreciate this opportunity to be of service to you. If you have any questions, please contact us.

Sincerely,  
**Tony Chavez**  
**Project Manager**  
**Multi-Craft Contractors, Inc.**  
Office: (479) 751-7411  
Cell: (479) 236-8443

#### **Notice to Proceed**

Please provide written acceptance of this proposal via approval signature below, or purchase order referencing the proposal number herein.

#### **Payment Terms**

On contracts exceeding \$5,000, a 25% down payment will be required upon acceptance. Monthly progress payments may be required depending on the length of the project at MCC's discretion. Progress payments will not exceed 90% of the total contract amount. The final 10% will be invoiced upon completion. Purchaser agrees to pay Multi-Craft Contractors, Inc. (MCC) for the performance of the work as set forth herein, subject to revision via written change orders signed by both parties. Credit card payments will be subject to added 3% convenience fee. Payments due **in full** no later than 30 days from **invoice** date. Payments due and invoices unpaid shall bear interest at the maximum lawful rate. Terms as follows:

- Balance due net 30 days

#### **Warranty and Exclusions**

- A. Customer will provide and permit reasonable access to all necessary areas. MCC will be allowed to start and stop equipment as necessary to perform its services and be permitted access to existing facilities and building services covered under this Agreement.
- B. In the unlikely event of failure to perform its obligations, MCC's liability is limited to repair or replacement at its option. Under no circumstances will MCC be responsible for loss of use, loss of profits, or increased operating claims of the customer, or any special, indirect or consequential damages.
- C. The agreement does not include responsibility for system design deficiencies, such as, but not limited to poor air distribution, water flow imbalances, etc. It does not include responsibility for system, equipment and component obsolescence, electrical failures, unserviceable equipment, and operating the system(s).
- D. MCC will not be liable for delays or failure to obligate due to fire, flood, freezing, unavailability of material, riots, acts of God, or any cause beyond reasonable control.
- E. This agreement does not include any services occasioned by improper operation, negligence except the negligence of MCC, vandalism, or alterations, modifications, abuse, or misuse, or repairs to equipment not performed by MCC. Also excluded is the furnishing of materials and supplies for painting or refurbishing equipment.
- F. MCC shall not be required to furnish any items of equipment, labor, or make special tests recommended or required by insurance companies, Federal, State, Municipal or other authorities except as otherwise included in this Agreement.
- G. In the event either party must commence a legal action in order to enforce any rights under this contract, the successful party shall be entitled to all court costs and reasonable attorney's fees as determined by the court for prosecuting and defending the claim, as the case may be.
- H. MCC shall not be liable for the operation of the equipment nor for injuries to persons or damage to property, except those directly due to the negligent acts or omissions of its employees and in no event shall it be liable for consequential or speculative damages. MCC shall not be liable for expense incurred in removing, replacing or refinishing any part of the building structure necessary to the execution of this Agreement. MCC shall not be held liable for any loss by reason of delays in transportation, delays caused by priority or preference rating, or orders or regulations established by any government, authority, or agency.
- I. In the event of additional freight, labor, or material costs resulting from the customer's request to avoid delays with respect to equipment warranties, or accelerated delivery of parts and supplies, the customer agrees to pay these additional costs.
- J. MCC's service shall not include the identification, detection, abatement, encapsulation or removal of asbestos or products or materials containing asbestos or similar hazardous substances. In the event MCC encounters such material in performing its work, MCC will have the right to discontinue work and remove its employees until the hazard is corrected or its determined no hazard exists.
- K. This Agreement contains the entire Contract and the parties hereby agree that this Agreement has been agreed to and the entire Agreement is then accepted and approved by an authorized person for both parties, and no statement, remark, agreement or, understanding, oral or written, not contained herein, will be recognized or enforced.
- L. This agreement does not include the disposal of hazardous waste. Any charges incurred for their proper disposal will be borne by the customer as an extra to the contract price.

#### **Disputes**

Disputes arising out of or in relation to this document that cannot be resolved first through direct discussion between parties involved, shall be decided by arbitration at the location of the project or Multi-Craft Contractors Inc.'s office at Multi-Craft Contractors Inc.'s discretion, and shall be governed by Arkansas law. This agreement is severable, and any part deemed unenforceable shall not render the remaining parts unenforceable.

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Authorized Purchaser & Title

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Acceptance Date

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Purchase Order Number

FTC 11S05131352

If accepted please sign and fax to 479-751-0316

**Jordan Garner**  
**Project Lead, Art Court**











TYSON FAMILY  
FOUNDATION



CDI CONTRACTORS

B L K B O X

An unexpected intersection  
of art and sport.

**Fall 2021. RIGHT HERE.**



EXPERIENCE **FAYETTEVILLE**

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## Fayetteville A&P Commission

# Memo

**To:** Fayetteville Advertising and Promotion Commissioners

**From:** Molly Rawn, CEO, Experience Fayetteville

**Date:** June 28, 2021

**Re:** Dickson Street Art Court project; Tyson Family Foundation grant

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### Background:

Beginning with the adoption of the Fayetteville Downtown Master Plan in 2004, the City of Fayetteville has been working to build a Downtown environment that values walkability, additional housing, economic growth, and culture & creativity. With the development of the Cultural and Entertainment Overlay District, the recent adoption of the Cultural Arts Corridor (2019), and the designation of an Outdoor Refreshment Area (ORA; 2020) to support the needs of the Downtown District and Square District businesses, the city has exhibited continued support of the Master Plan. As the official Destination Marketing Organization for the city, Experience Fayetteville recognizes that these goals also lead to positive economic impact due to increased tourism.

Included in the Master Plan are specific notations of “special places” as well as the cultural district development goals to beautify and animate the city and to contribute to a creative innovative environment. The intent of this project is to create a short term “special place” leased to Experience Fayetteville as a public-private partnership supported by private philanthropic dollars, led by the Tyson Family Foundation.

This property in question is the former Dickson Street Theatre, located to the East of Dickson Street Liquor and to the West of a parking lot used by the businesses in the former Ozark Mountain Smokehouse. The property owner is in the process of developing a pocket-park type of experience by transforming it into an art court with basketball elements. While yet-to-be officially named, the working title for the purposes of planning documents is the Art Court. The Art Court’s intended use is for pick-up basketball game play and community engagement through immersive experience. This is intended as a temporary, short-term project, open to the community for a three-year period.

Representatives from the Tyson Family Foundation began discussions with Experience Fayetteville staff in early 2020 about the potential for a partnership, specifically related to Experience Fayetteville’s operation and promotion of the space. Experience Fayetteville’s facilities manager, marketing team, and CEO have met regularly with project team over the

course of the past year.

**Recommendation:**

It is the recommendation of the CEO that the Fayetteville Advertising and Promotion Commission accept a grant totaling \$236,566 over a three-year period. The distribution schedule is below.

<b>Installment</b>	<b>Amount</b>	<b>Date</b>
#1	\$79,630	July 1, 2021
#2	\$75,970	July 31, 2022
#3	\$80,966	July 31, 2023

Grant funds will be used for the operation of the space including, but not limited to, determining and communicating regular operating hours; opening and closing functions; cleaning, upkeep, utilities, and basic maintenance; and maintaining a marketing presence for the site.

Staff is not seeking approval to enter in to a lease agreement at this time, though that is forthcoming.