

**Fayetteville Advertising and
Promotion Commission**

May 22, 2023

Location: Fayetteville Town Center, 15 W. Mountain Street

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

Staff: Molly Rawn, CEO

Agenda

- I. Call to order at 2:00 p.m.
- II. Old Business
 - A. Review and approval of April 24th minutes.
- III. New Business
 - A. CEO Report. An executive overview of the previous month
 - B. Financial Report. Jennifer Walker, Vice President of Finance
 - C. Marketing Report. Sarah King, VP of Marketing and Communications
 - D. Additions to the agenda may be added upon request from a majority of the commissioners.
- IV. Adjourn
- V. Folk School of Fayetteville Tour – Walker Stone House, 207 E. Center Street

Fayetteville Advertising and Promotion Commission

Minutes April 24, 2023

Fayetteville Town Center

Commissioners

Present:

Andrew Prysby, Commissioner at-large *virtual attendance
Sarah Bunch, City Council Representative
Sonia Harvey, City Council Representative *virtual attendance
Katherine Kinney, Tourism & Hospitality Representative
Elvis Moya, Tourism & Hospitality Representative *virtual attendance
Chrissy Sanderson, Tourism & Hospitality Representative

Commissioners

Absent:

Chair Todd Martin, Tourism & Hospitality Representative

Staff:

Tyler Wilson, VP of Strategic Initiatives; Jennifer Walker, VP of Finance; Sarah King, VP of Marketing and Communications

I. Commissioner Sanderson called the meeting to order at 2:03 pm. She is chairing the meeting in Chair Martin's absence and introduced the commissioners in attendance and also introduced staff member Tyler Wilson who is standing in for CEO Molly Rawn who is out of town.

II. Old Business

A. Commissioner Sanderson asked commissioners to review the March minutes and asked for a motion to approve them. Commissioner Kinney made a motion to approve them with Commissioner Bunch seconding. They were unanimously approved.

B. Smithsonian Institute Folk Life Sponsorship

Tyler Wilson brought up the contract from the Smithsonian Institute for the \$20,000 sponsorship of the Folklife festival that was approved at the March meeting. Commissioner Sanderson asked if there was anything new in the contract that was not covered when the sponsorship was voted on and Wilson said no, it was a standard contract covering what marketing we would receive for the sponsorship. Commissioner Kinney made a motion which Commissioner Harvey seconded to authorize CEO Rawn to sign the contract. It was unanimously approved via a roll call vote.

III. New Business

A. CEO Report.

Executive Summary

- City Council accepted the A&P Commission's recommendation to re-appoint Commissioner Katherine Kinney for another 4-year term.
- Tina Archer-Cope, VP of Sales, was recognized as an "Emerging Tourism Star" at the E-Tourism Summit in Las Vegas

- Tyler Wilson has been promoted to the role of Vice President of Strategic Initiatives with a working title of Executive Director, Fayetteville Town Center
- Amy Stockton is procuring proposals for a different retirement plan which would allow a larger employer contribution to be an option. We currently offer a SIMPLE IRA, this would be a move toward a 457(b)
- We are reviewing design options from Flintlock Lab for Experience Fayetteville offices which include ADA bathroom upgrades and re-configured office space
- The repairs on Walker Stone House are almost complete, and the Folk School team is confident that programming can begin in May

Marketing

- The Marketing team is finalizing the 2022 Annual Report.
- We made the decision to not renew the Buxton contract, and are researching various tools to help us capture visitor data in a more user friendly way
- We have debuted a new photo asset platform which allows us better, more efficient access to our photo library
- New Spring photo shoots have been scheduled and will include photos of the Greenway, First Thursday, Square to Square, and other businesses and attractions
- Sales and Marketing team are hosting a dual sport motorcycling influencer next week

Sales

- Tina & Julie represented Experience Fayetteville at the UA Hospitality Career Fair on March 7th speaking with over 100 attendees about careers in our industry.
- In March Julie attended the select bank travel show in Branson that brought together 200 group planners. Julie was able to add 25 new planners to our email list and CRM and was able to secure 5 new groups for the 2023-2024 season
- Sales led the Hospitality in a Heartbeat March 14th meeting where we had 15 hotel partners present. They spoke to these partners about the sales team's tradeshow plans for the year
- Molly recently attended the Music Cities Tourism Conference, along with Ashley Cane, Director of Brand Strategy. We hope to bring the conference to Fayetteville in 2025.

Visitor Center

- *New Spring Hours 9 a.m. – 1 p.m. to accommodate Farmers Market*
- VC saw 1,138 visitors in March 2023
81% increase from the prior month (630)
- VC had \$3,931 in sales in March 2023
39% increase the prior month (\$2,819)
- Visitors from Mexico, South Africa and Scotland.
- High visitor count day, March 18th – 165. ExpFay provided coffee and refreshments for Spring Fling on the Square

Cycling

- Experience Fayetteville participated at the University of Arkansas annual Bike Fest on 4/6
- Annual US Pro Cup and international mountain bike competition was hosted at Fayetteville's Centennial Park April 12th – 16th

1,497 individual race starts
Event pulled participants from 41 states and 11 countries
- Experience Fayetteville hosted team from Visit Shawnee during US Pro Cup. Their city is developing a complimentary venue to Centennial Park (mountain bike and cyclo-cross) that could encourage future regional competition/series in the Midwest.

Fayetteville Town Center

- Since our last meeting, Fayetteville Town Center has successfully hosted 24 events. April has been our busiest month this year, with only six days not booked
- We were thrilled to host the Arkansas Scholastic Press Association Convention last week, which brought over 600 journalism students to Fayetteville.

Community Events

- We have received \$23,500 in sponsorship commitments for First Thursday and Lights of the Ozarks and still have plenty of sponsorship opportunities available!
- We are in the process of booking the remaining bands and performers for the season.

Downtown Initiatives

- We are finalizing the brand identity for the Downtown Fayetteville Coalition and plan to launch downtown social media channels by end of April.

Upcoming Events

- May 4th First Thursday season opener *May the Fourth*, presented by Walton Arts Center's Artosphere.
- May 18-21st Joe Martin Stage Race
May 21st Experience Fayetteville Criterium
May 21st - *All Wheels Welcome* Downtown Fayetteville Coalition event at the JMSR

Looking ahead to future commission meetings

- May: Walker Stone House tour
- June: potential Audit Presentation, potential budget revision

B. Financial Report. Jennifer Walker, VP of Finance

Walker stated that March financials are in the commission agenda packets and that as of March, our target for both revenue and expenditures is 25% of the overall budget. Our revenue hit 22% while expenses hit 20%, both of these are below target with expenditures even lower, so that is a good sign. We are 3% below our targeted number for our seasonally adjusted budget expectations. Our HMR tax receipts YTD are \$1,152,678. We have \$4.7 million in cash and investments and unearned revenue amount is \$187,000 for events booked in 2023. With no questions, she concluded the report.

C. Marketing Report. Sarah King, VP of Marketing and Communications

King opened up the report by showing some of the enhancements on our website, including portions dedicated to gravel riding. She then turned it over to Mike Sells with Sells Agency. He shared website insights for March – users are up 17% and sessions are up 14%. He named some of the top metros who are watching our website, including DFW, Chicago and more. One very interesting item of note is that 68% of our referral traffic is from Razorback properties. He noted that the ExpFay social media team continues to excel with social up 67% compared to last year and a large percentage of growth from email marketing.

He noted the top pages on our website are Things to Do in Fayetteville, Events Calendar, and a post called 11 best things to do in Fayetteville.

He concluded with 2023 marketing initiatives, which include Fayetteville Restaurant Week, Fayetteville Events and our major campaign, “Authentic Fayetteville” campaign which starts this May.

D. Vote. Fayetteville Town Center Window Coverings.

VP Wilson discussed this voting item and began by stating that the upper-level window shades in the FTC ballroom need attention as some of the shades are broken and cannot be repaired and are no longer being manufactured. We are recommending new window coverings with a \$96,500 quote with a 10% increase contingency if needed. Commissioner Bunch made a motion which was seconded by Commissioner Kinney to authorize the CEO to accept a quote from Custom Electronics for \$96,500 with a 10% contingency for new window coverings. It was approved unanimously by a roll call vote.

With no further items to discuss, Commissioner Sanderson adjourned the meeting at 2:30 pm.

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

Executive Summary

- The 2022 Year in Review is complete and will be published on our website soon
- Flintlock Lab, the architectural firm we've contracted with for Experience Fayetteville's office upgrades, is working to create a cost estimate of a proposed design that includes ADA accessible bathrooms and re-configured office spaces.
- HMR tax receipts are slowly recovering and moving toward meeting ytd budget projections.
- Fayetteville Town Center has achieved year-to-date revenue goals
 - Booking pace continues to be exceptionally positive, with no Saturday bookings available in December and only one Friday booking remaining.
- Forvis has concluded field work on our annual financial audit. Final reports are expected to be delivered by June 9th, with a presentation to the commission at the June meeting.
- New brand identity for DFC has gone live with a new website and socials
- We are hiring a part-time facilities technician, for Fayetteville Town Center. We encourage anyone interested in the position to apply through our website or Indeed

Activity

- Events in Fayetteville in April included:
 - Expedition Ozarks – economic impact of \$157,351
 - Arkansas Scholastic Press Association- economic impact of \$348,107
 - American Landscape Architects Association – economic impact of \$83,027
 - Arkansas Law School Alumni- economic impact of \$38,379
 - U.S. Pro Cup – estimated impact of \$1.1 million
- Tina led a solo female influencer on a 200+ mile backroad adventure to highlight Fayetteville as a hub for any dual sport motorcycle enthusiast. The routes have been curated by the team on our Ride w/ GPS account.
- Visitors Center saw 1,155 visitors in April 2023
 - April 2022 (1,201)

- Scotland, Mexico, Canada, Holland, England, Australia, Philippines, France, Spain, Bali and Taiwan.
- We are preparing for June's First Thursday, *Throwback Thursday!* This will commemorate the 10-year anniversary of the Fayetteville Ale Trail. Get ready for a delightful vintage market and an array of incredible cover bands.
- This spring, 13 Fayetteville businesses earned Bicycle Friendly designations from the League of American Cyclists
 - Five hotels and one short-term rental
 - 27% of all awardees nationally
 - **Fayetteville has a total of 50 Bicycle Friendly Businesses across all industries, the third most in the United States, *regardless of city population/size***

Upcoming Events

- USA Triathlon Off-Road & Gravel Triathlon National Championships as part of the Ozark Valley Triathlon weekend June 2-4
 - Event registration up 40% year-over-year with registrants coming from 33 states
- The Highlands Gravel Classic – part of the UCI Gravel World Series - returns June 23-24
 - Registrants from 34 states, D.C., Puerto Rico, Canada and Germany.

Looking ahead to future commission meetings

- June: Audit Presentation, budget revision

April Collection
(March Activity)

\$55,658 + \$351,873

Lodging

Restaurant

\$27,823

Prior Dues Collected

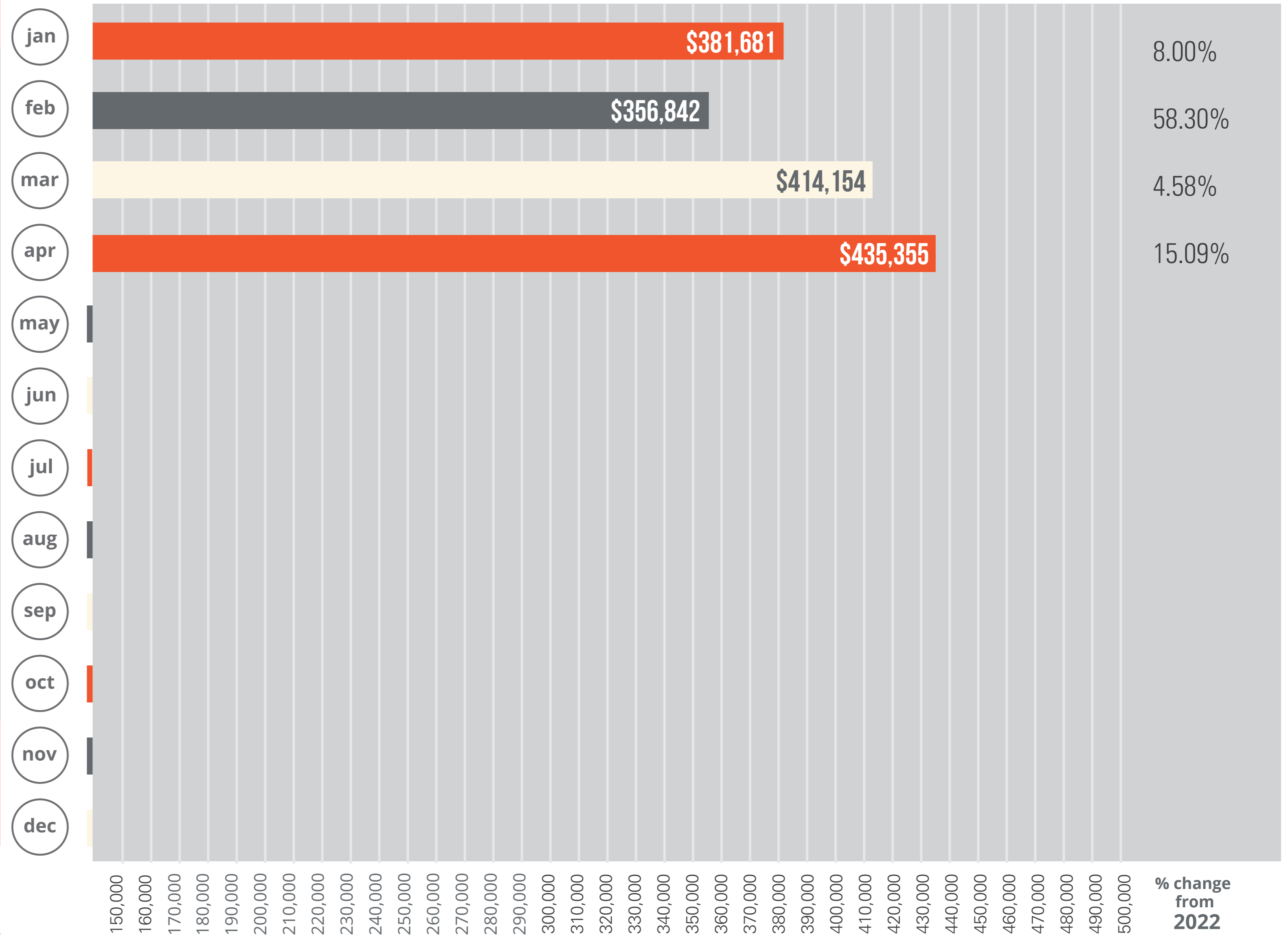
\$435,355

Total HMR Collected

Previous YTD (Apr) HMR A&P Tax Collection Totals

2019	2020	2021	2022	2023
\$1,154,470	\$1,056,837	\$1,131,838	\$1,353,120	\$1,588,033
3.57%	-8.46%	7.10%	19.55%	17.36%
% change over previous year				

Monthly A&P Tax Collections 2023**



** 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
Fayetteville Advertising & Promotion Commissioners

From: Jennifer Walker, VP Finance, Experience Fayetteville

Date: May 10, 2023

Re: Financial Statements – April 2022

This packet contains Experience Fayetteville Financial Statements for the month ended April 30, 2023. The following reports are included in the packet:

- Summary P&L Financials for month ended April 30, 2023
- Balance Sheet for month ended April 30, 2023

Target Budget April – 33%

Revenue target 33% of budget or higher by the end of April 2023.

Expenditures target 33% or lower at April 2023.

Total Revenue YTD: \$1,797,091 or 32%; We are 1% below target.

Tax Receipts - \$1,588,033 (under budget by 1% ytd)

Town Center - \$ 168,936 (under budget by 0.5% ytd)

Other - \$40,122

Total Operating Expenditure YTD: \$1,443,604 or 26%; this is 7% under budget.

EF Main - \$1,151,757

Town Center - \$291,847

HMR tax – YTD April Collections (March activity) are below seasonally adjusted budget expectations by 2%.

Operating Net Income is \$353,487 year to date.

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2023

	CONSOLIDATED			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue	1,588,033	4,960,000	(3,371,967)	32.0%
Rental Revenue	155,680	485,500	(329,820)	32.1%
Event Revenue	25,944	51,472	(25,528)	50.4%
Visitor Center Store Revenue	9,177	53,700	(44,523)	17.1%
Parking Revenue	5,770	26,000	(20,230)	22.2%
Advertising Revenue	925	3,500	(2,575)	26.4%
Grant/Other Revenue	-	83,000	(83,000)	0.0%
Interest and Investment Revenue	11,563	7,550	4,013	153.1%
Total Revenue	1,797,091	5,670,722	(3,873,631)	31.7%
Expenses				
Operating Expenses				
Rental Expenses	25,788	208,000	(182,212)	12.4%
Event Expenses	25,854	135,250	(109,396)	19.1%
Visitor Center & Museum Store	4,651	41,200	(36,549)	11.3%
Personnel	570,031	1,933,886	(1,363,855)	29.5%
Sales & Marketing	300,861	1,363,565	(1,062,704)	22.1%
Office and Administrative	232,144	785,821	(553,677)	29.5%
Bond Payments	232,600	700,000	(467,400)	33.2%
Contribution to Capital Reserves	-	100,000	(100,000)	0.0%
Other grants	51,675	203,000	(151,325)	25.5%
Total Operating Expenses	1,443,604	5,470,722	(4,027,118)	26.4%
Net Operating Income/(Loss)	353,487	200,000	153,487	176.7%
Other Income				
Unrealized Gain/(Loss) on Investments	(7,947)			0.0%
Other Expenses				
FFE & Improvements	82,673	638,000	(555,327)	13.0%
Depreciation Expense	63,403			0.0%
Cost of Goods Sold	(3,275)			0.0%
Net Income/(Loss) (without CX Grants)	202,739	(438,000)	648,686	-46.3%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2023

	Experience Fayetteville			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Hotel, Motel, Restaurant Taxes Revenue	1,588,033	4,960,000	(3,371,967)	32.0%
Rental and Event Revenue	18,500	43,972	(25,472)	42.1%
Visitor Center Store Revenue	9,177	53,700	(44,523)	17.1%
Advertising Revenue	925	3,500	(2,575)	26.4%
Grant & Other Revenue	-	83,000	(83,000)	0.0%
Interest and Investment Revenue	11,520	7,500	4,020	153.6%
Total Revenue	1,628,155	5,151,672	(3,523,517)	31.6%
Expenses				
Operating Expenses				
Event Expenses	17,595	105,250	(87,655)	16.7%
Visitor Center & Museum Store	4,651	41,200	(36,549)	11.3%
Personnel	414,202	1,420,296	(1,006,094)	29.2%
Sales & Marketing	297,554	1,273,044	(975,490)	23.4%
Office and Administrative	133,480	457,862	(324,382)	29.2%
Bond Payments	232,600	700,000	(467,400)	33.2%
Contribution to Capital Reserve	-	100,000	(100,000)	0.0%
Other Grants	51,675	203,000	(151,325)	25.5%
Total Operating Expenses	1,151,757	4,300,652	(3,148,895)	26.8%
Net Income/(Loss) Before Other Revenue and Expenses	476,398	851,020	(374,622)	56.0%
Other Income				
Unrealized Gain/(Loss) on Investments	(7,947)	-	(7,947)	0.0%
Other Expenses				
FFE & Improvements	3,000	262,000	(259,000)	1.1%
Depreciation Expense	34,146			
Cost of Goods Sold	(3,275)			
Net Income/(Loss)	434,580	589,020	(146,493)	73.8%

Fayetteville A and P Commission
Statement of Budget, Revenue and Expense
Year-to-Date @ April 30, 2023

	Town Center			
	Year-to-Date			
	Actual	Budget	Over/(Under) Budget	% of Budget
Revenue				
Rental Revenue	155,680	485,500	(329,820)	32.1%
Event Revenue	7,444	7,500	(56)	99.3%
Parking Revenue	5,770	26,000	(20,230)	22.2%
Interest and Investment Revenue	42	50	(8)	84.9%
Total Revenue	168,936	519,050	(350,114)	32.5%
Expenses				
Operating Expenses				
Rental Expenses	25,788	208,000	(182,212)	12.4%
Event Expenses	8,259	30,000	(21,741)	27.5%
Personnel	155,829	513,590	(357,761)	30.3%
Sales & Marketing	3,307	90,521	(87,214)	3.7%
Office and Administrative	98,664	327,959	(229,295)	30.1%
Total Operating Expenses	291,847	1,170,070	(878,223)	24.9%
Net Income/(Loss) Before Other Revenue and Expenses	(122,911)	(651,020)	528,109	18.9%
Other Expenses				
FFE & Improvements	79,673	376,000	(296,327)	78.8%
Depreciation Expense	29,257			
Net Income/(Loss)	(231,841)	(1,027,020)	795,179	22.6%

Fayetteville A&P Commission

Balance Sheet

As of April 30, 2023

ASSETS

Current Assets

Cash		3,583,778
Investments		1,220,265
Accounts Receivable		485,985
Prepaid Expenses		32,776
Deposits		28,369
Inventory Asset		31,135

Total Current Assets 5,382,308

Other Assets

Capital Assets

Furniture & Fixtures	121,169
Equipment	723,463
EF/CVB Building	940,410
EF/CVB Land	198,621
Building Additions	1,142,641
Walker-Stone House	1,167,218
Vehicles	122,860
Construction in Progress	104,548
Accumulated Depreciation	<u>(1,589,772)</u>

Total Other Assets 2,931,157

TOTAL ASSETS 8,313,465

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	59,615
Unearned Revenue	<u>149,840</u>

Total Liabilities 209,455

Equity

Unreserved Fund Balance	5,431,416
Operating Reserve	1,000,000
Capital Reserve	1,100,000
Temporarily Restricted Funds	382,431
Net Revenue	
Gain/(Loss) on Investments	(7,947)
Net Revenue without Cyclocross	210,742
Net Revenue for Cyclocross	<u>(12,631)</u>

Total Equity 8,104,010

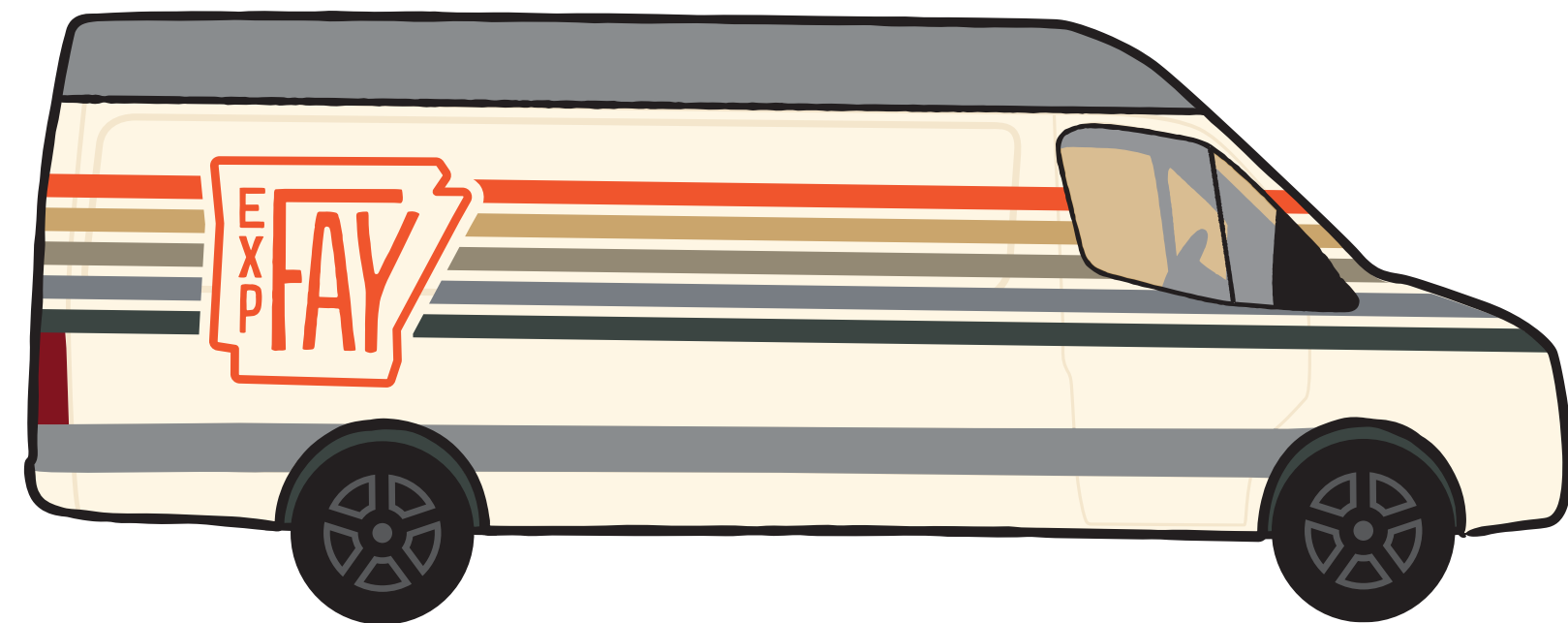
TOTAL LIABILITIES AND EQUITY 8,313,465

MAY 2023 MARKETING REPORT



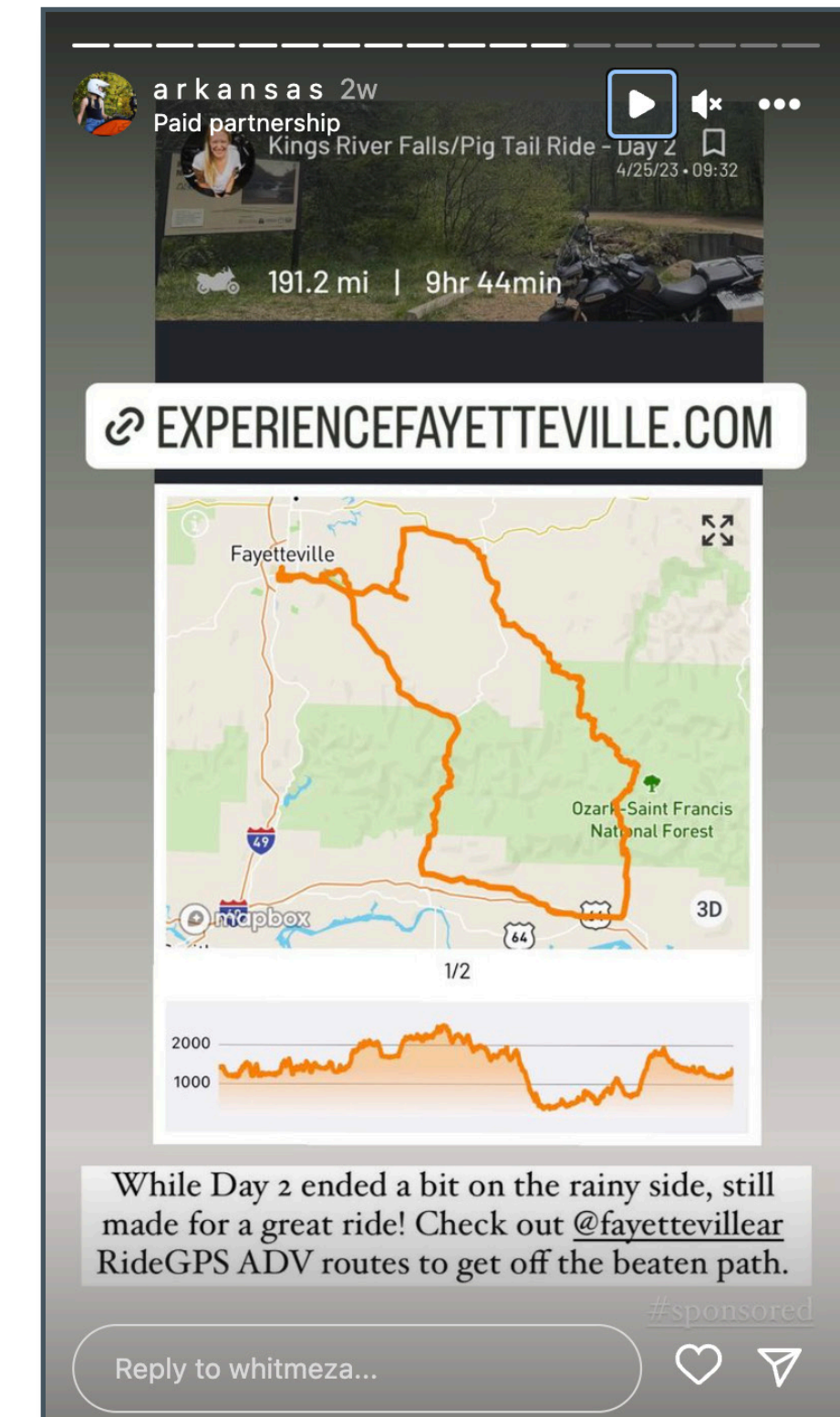
VANNY TRAVELS

- **Arkansas Climbing Festival**
- **Arkansas Pie Festival**
- **US Pro Cup**



WHITNEY MEZA MOTORCYCLE INFLUENCER

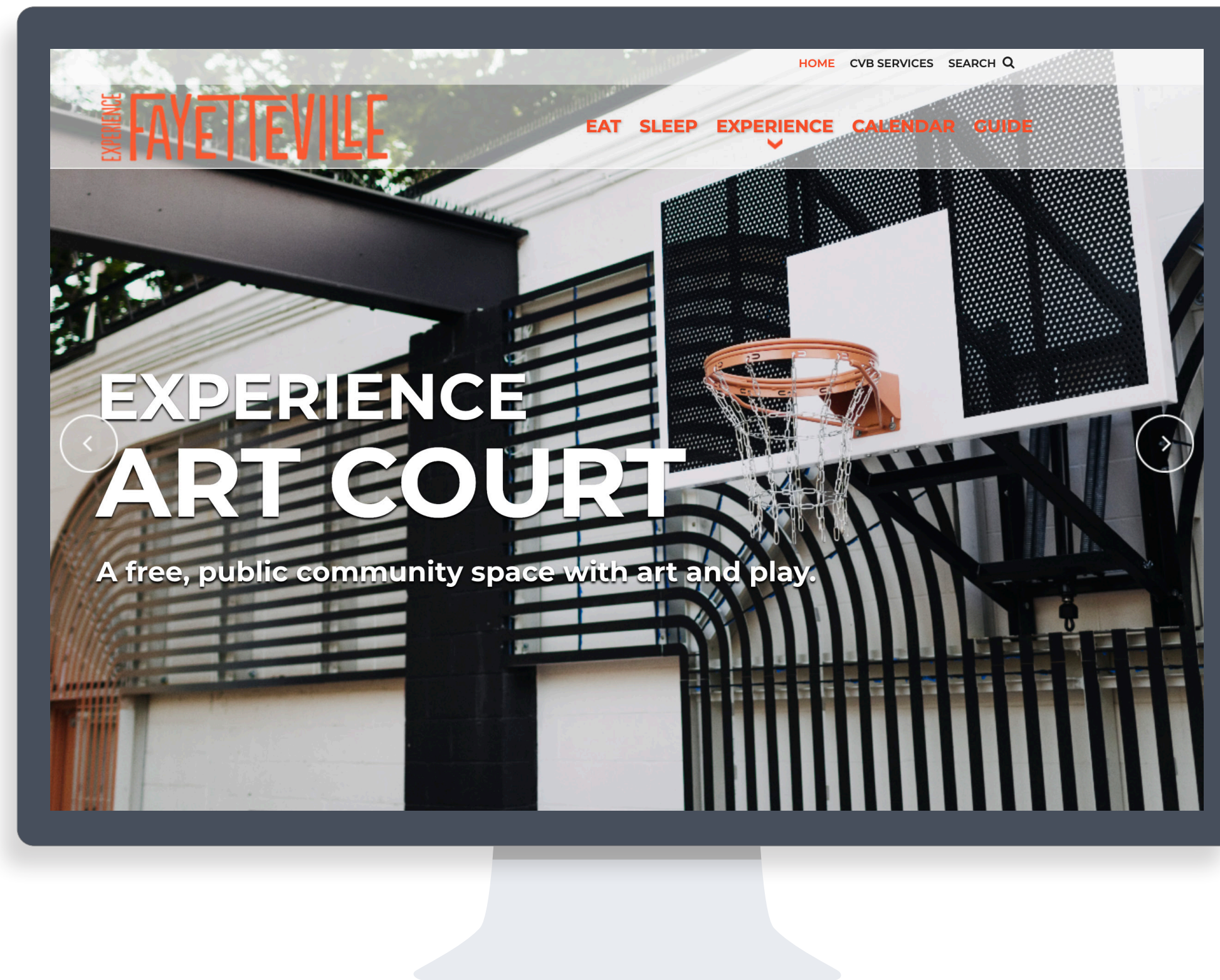
- **Visited Fayetteville April 2023**
- **Featured Motorcycle Routes, Dining & Theatre**
- **7,765 Instagram Followers**
- **1,880 TikTok Followers**



WEBSITE STATS - YEAR OVER YEAR COMPARISON

APRIL 2023 VS. APRIL 2022

Users:	+23%
New Users:	+23%
Sessions:	+25%
Pageviews:	+38%
Pages Per Session:	+10%
Avg. Session Duration:	+5%
Bounce Rate:	+6%

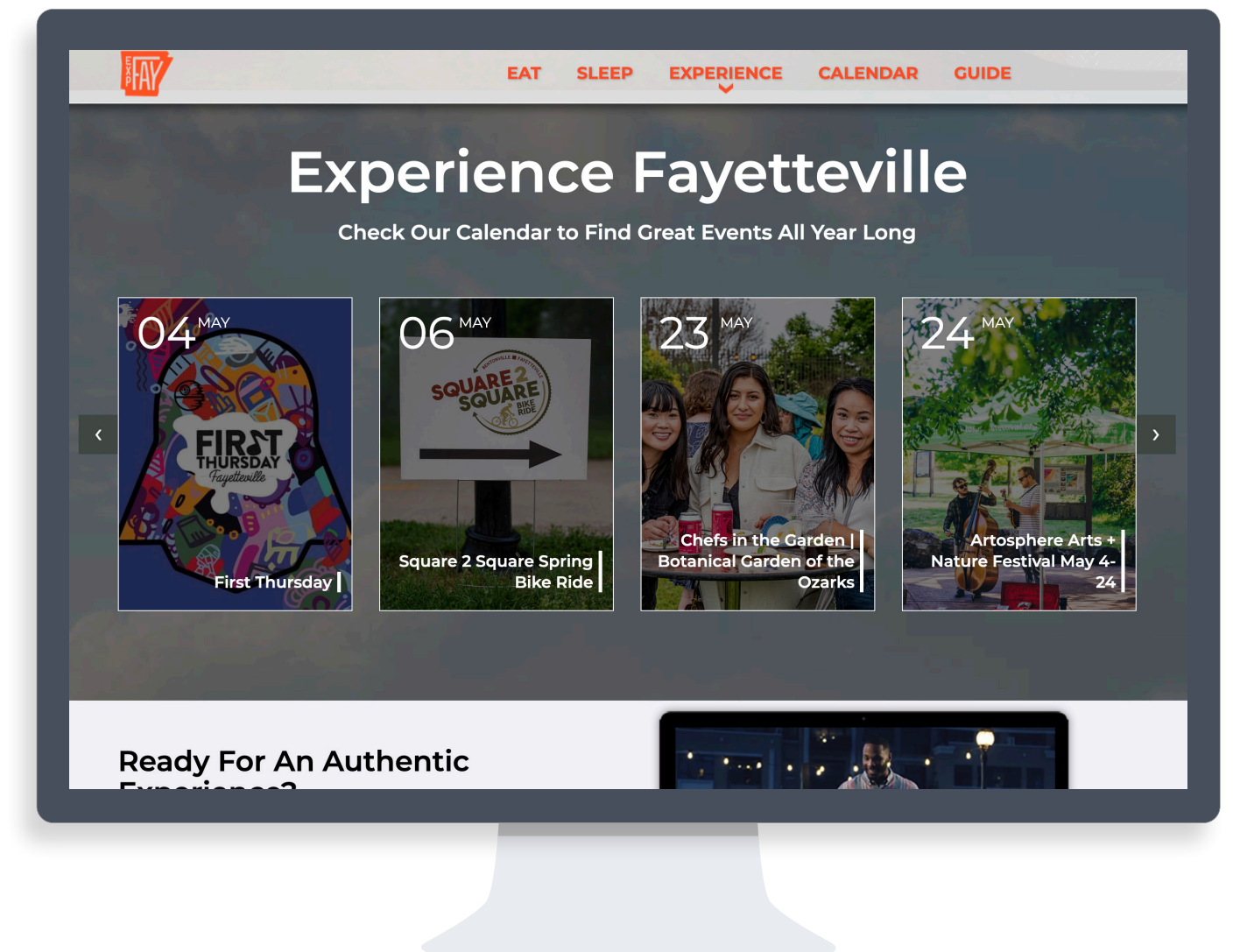


WEBSITE STATS - TOP 10 USER LOCATIONS

METRO	SESSIONS
Ft. Smith-Fayetteville-Springdale-Rogers AR	6,575
Dallas-Ft. Worth TX	3,574
Chicago IL	1,451
Little Rock-Pine Bluff AR	1,381
Oklahoma City OK	1,290
Kansas City MO	1,019
St. Louis MO	922
Denver CO	622
Nashville TN	564
Springfield MO	557

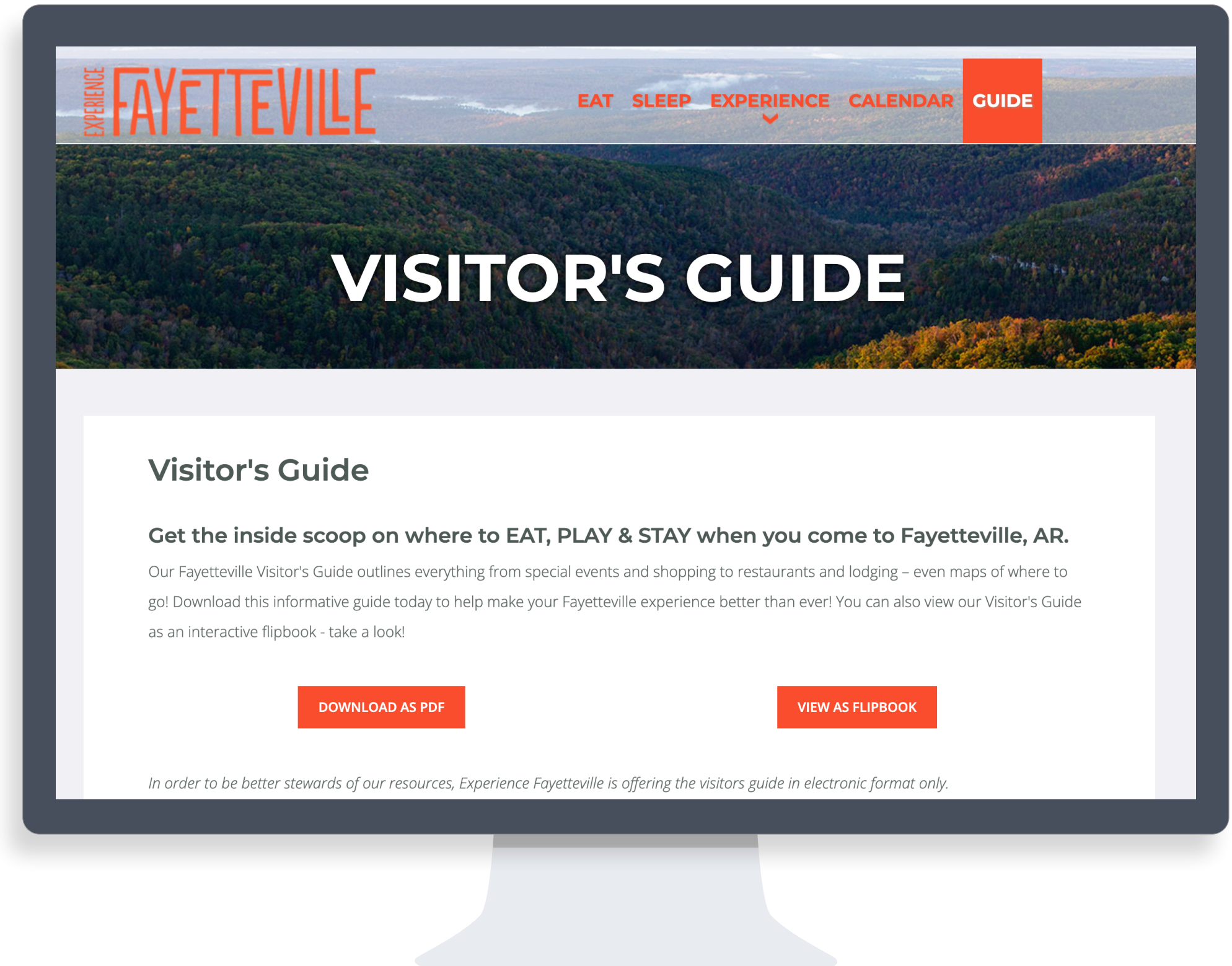
WEBSITE STATS - TOP 10 PAGES

PAGE URL	PAGEVIEWS
expfay.com/calendar	10,556
expfay.com	9,031
expfay.com/experience/cycling/us-pro-cup	3,724
expfay.com/experience/11-of-the-best-things-to-do-in-fayetteville	2,521
expfay.com/guide	1,985
expfay.com/experience/cycling	1,942
expfay.com/experience/first-thursday	1,512
expfay.com/eat	1,424
expfay.com/experience/art	1,277
expfay.com/experience/outdoors	1,258



WEBSITE STATS - EVENT TRACKING

PAGE URL	TOTAL	YOY
Visitor's Guide - PDF Downloads	327	-25%
Visitor's Guide - Flipbook Views	576	+16%
Dining Guide - PDF Downloads	113	N/A
Dining Guide - Flipbook Views	197	N/A



PAID SEARCH - BRANDING

Impressions:

15,656

CTR:

11.08%

Cost per Click:

\$0.57

Impressions:

1,735

Spend:

\$993

Top Keywords by Clicks:

01. Things to do in Fayetteville Ar
02. Fayetteville Ar
03. What to do in Fayetteville Arkansas
04. Fayetteville Arkansas
05. Things to do in Northwest Arkansas
06. Experience Fayetteville
07. Fayetteville
08. What to do in Fayetteville Ar
09. Bentonville Ar
10. What to do in Fayetteville

PAID SEARCH - TOWN CENTER

Impressions:

7,166

CTR:

11.61%

Cost per Click:

\$1.63

Impressions:

832

Spend:

\$1,359

Top Keywords by Clicks:

01. Fayetteville Town Center
02. Venue Places
03. Live Music Fayetteville
04. Places to get Married in Arkansas
05. Event Venues
06. Party Venues Near Me
07. Event Space Rental
08. Wedding Venues in Arkansas
09. Wedding Venues in NWA
10. Venues Near Me