

Benton Advertising & Promotion Commission

Agenda

February 11, 2026

3:30 pm at Benton City Hall in Council Chambers

(410 River Street)

I. Call to Order

II. Roll Call	Present	Absent	FOIA Compliant
Frank Baptist	_____	_____	_____
Steve Brown	_____	_____	_____
Alison Burch	_____	_____	_____
Bill Eldridge	_____	_____	_____
Elgin Hamner IV	_____	_____	_____
Luke Moody	_____	_____	_____
Greg Shinn	_____	_____	_____

III. Statement of FOIA Compliance

I affirm that I have not engaged in any prohibited discussion, deliberation, or polling regarding any item on this meeting's agenda outside of a properly noticed and open meeting, in compliance with the Arkansas Freedom of Information Act, as amended by Act 505 of 2025.

IV. Minutes from January Meeting

V. Financial Reports

- A. Bank Balances and Collections Report – Mandy Spicer
- B. Profit and Loss Reports – Jordan Woolbright
- C. 2026 Budgets – Jordan Woolbright / Bill Eldridge

VI. Administrative

Delinquency Report – Mandy Spicer

VII. Funding

- A. Arkansas USSSA – 2nd Reading and Vote
- B. Saline County Art League – 2nd Reading and Vote
- C. Royal Players, Inc. – 2nd Reading and Vote
- D. Arkansas Senior Olympics – 1st Reading
- E. Saline River Race – 1st Reading
- F. Juneteenth – 1st Reading

VIII. Benton Event Center Report – Nikki Chumley

IX. Marketing Report – Rachel Rivers

X. Development of Exit 114 Property – Bill Eldridge

XI. Old Business
None

XII. New Business
Next Meeting Date – March 11

XIII. Other Business

XIV. Adjournment

BENTON ADVERTISING & PROMOTION COMMISSION
Minutes
January 14, 2026

I. CALL TO ORDER

Chairman Bill Eldridge called the meeting of the Benton Advertising & Promotion Commission to order on January 14, 2026, at 3:30 pm at Benton City Hall in Council Chambers.

II. ROLL CALL

Commissioners in attendance were Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Luke Moody and Greg Shinn. Elgin Hamner was absent.

III. STATEMENT OF FOIA COMPLIANCE

Bill Eldridge read the Statement of FOIA Compliance and Amy McCormick requested the response of the commissioners. Bill Eldridge, Frank Baptist, Steve Brown, Alison Burch, Luke Moody and Greg Shinn responded that he/she is in compliance with the statement.

IV. MINUTES

Luke Moody made a motion to approve the minutes of the December 10, 2025 meeting. Alison Burch seconded. Motion carried.

V. FINANCIAL REPORTS

A. Profit & Loss Reports

Financial reports were presented by Jordan Woolbright. The A&P Commission bank accounts show the following balances as of December 31, 2025:

Bank OZK – Focus Group Project	\$804,116.52
Bank OZK – A&P	\$172,674.27
Bank OZK – Event Center	\$560,893.65
Bank OZK – Savings	<u>\$466,272.35</u>
Total Checking/Savings	\$2,003,956.79

There is a liability of \$1,612.38 owed to the Arkansas Department of Finance and the City of Benton for sales tax.

A&P profit and loss statements: for the month of December 2025 total income of \$17,538.00 and total operating expenses of \$14,400.43 resulting in net gain of \$3,137.57. For the year to date as of December 2025 total income of \$223,902.19 and total operating expenses of \$178,801.56 resulting in net income of \$45,100.63.

Event Center profit and loss statements: for the month of December 2025 total income of \$63,739.62 and total operating expenses of \$90,099.07 resulting in net loss of (\$26,359.45). For the year to date as of December 2025 total income of \$803,397.70, total operating expenses of \$562,605.92 and capital expenditures of \$63,821.37 resulting in net income of \$176,970.41. Beginning February 2025, \$10,000 is transferred each month from the event center operating account to the event center savings account. Also, funds are transferred from the event center savings account to the event center operating account for capital expenditures.

Focus Group profit and loss statement: for the month of December 2025 total income of \$19,396.81 and total operating expenses of \$0 resulting in net gain of \$19,396.81. For the year to date as of December 2025, total income of \$244,365.26, total operating expenses of \$11.10 and total special project expenses of \$97,752.55 resulting in net income of \$146,601.61.

B. Bank Balances and Collections Report

Mandy Spicer presented the bank accounts with the following balances as of December 31, 2025:

	Statement Balance	Prev. Month's Balance
A&P Collections General	\$9,999.34	\$10,155.51
A&P Large Project Checking	\$2,232,317.80	\$2,522,964.12
A&P Small Project Checking	\$1,678,027.82	\$1,650,493.31
A&P General Operating Checking	\$172,699.33	\$171,467.17
Benton Focus Group Checking	\$804,116.52	\$784,719.71
Benton Event Center Gen Operating Checking	\$560,279.72	\$608,742.29
Benton Even Center Savings	<u>\$466,272.35</u>	\$454,887.14
	<u>\$5,923,712.88</u>	

The annual payment for the Thomas land was made in January 2026.

VI. ADMINISTRATIVE

Mandy Spicer reported collections received in the month of December 2025 were \$170,442.43, which is a 4.0% decrease from December 2024. The collections received in December are for the month of November. The total amount collected for 2025 was \$2,179,503.82.

Below are the amounts collected in December of this year along with December of the previous six years:

December 2025 Collections:	\$170,442.43
December 2024 Collections:	\$177,568.47
December 2023 Collections:	\$163,482.66

December 2022 Collections:	\$148,725.26
December 2021 Collections:	\$135,536.13
December 2020 Collections:	\$109,901.21
December 2019 Collections:	\$116,259.46

Mandy Spicer reported there are several delinquencies but all are expected to pay soon.

Luke Moody made a motion to accept the financial reports as presented by Jordan Woolbright and Mandy Spicer. Greg Shinn seconded. Motion carried.

VII. FUNDING REQUEST

- A. Arkansas USSSA – 1st reading of request for \$3,500 for Wood Grill / Everett Youth Softball Classic – Clint Albright was recognized to speak. Clint Albright said this is a new girls fast pitch softball tournament scheduled for June 6-7 with all games taking place in Benton. Clint is involved in similar events so has knowledge of how to contact teams to invite them to the tournament. The goal is to have 70 teams participate, which would be approximately 1,170 participants and 4,500 fans. The marketing plan includes eblasts to all USSSA teams in an 8 state region, postings on seventeen social media pages focused on girls fast pitch softball, advertising on twelve youth softball websites and mailing flyers to teams. Bill Eldridge stated that Commissioner Elgin Hamner will recuse himself from voting on this funding request since his company is a sponsor.

- B. Saline County Art League, Inc. – 1st reading of request for \$7,270 for open houses, Saline County Museum Day and other themed events – Harold Pelton was recognized to speak. Mr. Pelton said the art league has seen an increase in donations and memberships from advertising from the last couple of years. The advertising increases visibility, which increases donations and membership which allows for repairs and maintenance of the Shoppach House. The next large project hopefully to be completed is brickwork. The marketing plan includes printing newsletters and tri-folds, advertising on MySaline.com, at Benton athletic games and on a billboard.

- C. Royal Players, Inc. – 1st reading of request for \$19,100 to advertise 12 upcoming events and \$19,349 for marquee refurbishment – Jennifer Wells was recognized to speak. Jennifer stated last year’s events were very successful, especially the haunted house which attracted people from all over Arkansas. The funding request of \$19,100 is for marketing events and productions throughout the year.

The total cost to refurbish the marquee is \$43,349. The request of \$19,349 is based on an electrical upgrade quote from Middlebrooks Electric and a sign work quote from Arkansas Sign. Approximately, \$16,000 has been raised for the project, in addition to applying for an \$8,000 grant, leaving \$19,349. Bill stated the request was sent to City Attorney Baxter Drennon for review. Baxter said since the building

is privately owned, taxpayer funds (A&P funds) can't be used for improvements such as refurbishing the marquee. Bill will see if Baxter can attend the February A&P meeting for verification before the Commission votes on the request.

VIII. BENTON EVENT CENTER REPORT

Nikki Chumley reported about 15 events held in the building from December 10 to January 14. The events included Christmas parties, the Attorney General Officer of the Year banquet, luncheons, the state police graduation, gun show, bingo and company meetings. Total attendance from the day the building opened is 1,044,349.

IX. MARKETING REPORT

Rachel Rivers reported the social media platforms continue to grow and perform well. She reviewed the top eight performing content topics, including the launch of the website announcement, Christmas events, ordering Thanksgiving food and behind the scenes at the Royal Theatre. Upcoming topics include Valentine's Day, Spring Break itineraries and day trips in Benton. Rachel said the marketing committee is meeting tomorrow to discuss plans and the budget for 2026.

X. DEVELOPMENT OF EXIT 114 PROPERTY

Bill Eldridge reported there was a tour of the RV park and soccer complex site earlier this week and pictures were shown in the meeting room. The permit was received last week and there has been a lot of progress.

XI. OLD BUSINESS

Budget Committee – Bill Eldridge reported the budget committee had its first meeting last week and the committee is recommending some changes to the allocation of A&P funds from the collection account to the other accounts. Payment of the dirt work for the RV park and soccer complex will deplete the funds dramatically, so the committee is recommending changes in order to accumulate funds more rapidly so the RV park can be built without incurring debt. Currently, the monthly allocation of A&P tax funds from the collection account to the other accounts is as follows:

- A&P Large Project – 50%
- A&P Small Project – 20%
- A&P General Operating – 10%
- Benton Event Center Operating – 10%
- Benton Event Center Savings – 0%
- Benton Focus Group – 10%

The budget committee is recommending changing the monthly allocation effective immediately to the following:

- A&P Large Project – balance
- A&P Small Project - \$10,000
- A&P General Operating - \$17,000
- Benton Event Center Operating - \$0

Benton Event Center Savings - \$0
Benton Focus Group - \$10,000

Bill explained the allocation of tax funds needs to be approved at this meeting so the transfers can be made this month. The entire budget will be presented at next month's meeting. The Benton Event Center has performed well and has a cushion of prior years' retained earnings as its base along with strong rental revenue projected for this year.

Luke Moody made a motion to change the monthly allocation of A&P tax funds from the collection account to the following: A&P Large Project - balance, A&P Small Project - \$10,000, A&P General Operating - \$17,000, Benton Event Center Operating - \$0, Benton Event Center Savings - \$0 and Benton Focus Group - \$10,000. Steve Brown seconded. Motion carried.

The final budget item to be addressed at this meeting is the funding expense item. Bill Eldridge explained the budgeted amount was \$50,000 in 2025. Amy McCormick provided that the commission approved funding requests in 2025 totaling \$39,949 and \$35,179.96 has been paid. Bill explained the unspent budgeted amount of \$14,820.04 could be transferred to the large project account. After discussion, Luke Moody made a motion for the funding expense item in the 2026 budget be \$50,000 and any unused budgeted funding amount in 2025 and 2026 be transferred to the large project account. Frank Baptist seconded. Motion carried.

XII. NEW BUSINESS

The next meeting of the A&P Commission will be February 11, 2026.

XIII. OTHER BUSINESS

Bill Eldridge recognized John Wilson with Lights by Sparky. He explained that he met with Mayor Farmer and Gary James a couple months ago and it was decided he would begin programming the lights. Previously, he charged \$750 plus tax per quarter and is requesting it be increased to \$1,000 plus tax per quarter. If there are electrical repairs done by a third-party vendor, those charges will be added to the quarterly invoices. Bill Eldridge reminded the commissioners that the City of Benton owns the lights. Luke Moody made a motion to increase the maintenance agreement fee to \$1,000 plus tax per quarter beginning this quarter. Alison Burch seconded. Motion carried.

XIV. ADJOURNMENT

Luke Moody made a motion to adjourn the meeting. Frank Baptist seconded. Motion carried. The meeting was adjourned at 4:31 pm.



Bill Eldridge, Chairman



Amy McCormick, Recording Secretary

Benton Advertising & Promotion Commission Bank Account Balances
January 31, 2026

Account Name		Acct #	Statement Balance	Previous Month's Balance
Cash Accounts:				
A&P Collections General		***1584	10,197.33	9,999.34
A&P Large Project Checking	50%	***0318	1,198,779.39	2,232,317.80
A&P Small Project Checking	20%	***0348	1,690,679.92	1,678,027.82
A&P General Op Checking	10%	***3297	180,566.41	172,699.33
Benton Focus Group Checking	10%	***2274	816,298.45	804,116.52
Benton Event Center General Op Checking	10%	***2640	564,905.79	560,279.72
Benton Event Center Savings		***9832	477,563.25	466,272.35
TOTAL OPERATING CASH & INVESTMENTS			<u><u>4,938,990.54</u></u>	

Benton A&P Commission
Statement of Assets, Liabilities & Equity-Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
As of January 31, 2026

	Jan 31, 26
ASSETS	
Current Assets	
Checking/Savings	
Bank OZK - Focus Group Checking	816,298.45
Bank OZK - A&P Checking	174,310.70
Bank OZK - Event Center Checking	541,913.20
Bank OZK - Event Center Savings	477,563.25
Total Checking/Savings	2,010,085.60
Total Current Assets	2,010,085.60
TOTAL ASSETS	2,010,085.60
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	592.00
Total Other Current Liabilities	592.00
Total Current Liabilities	592.00
Total Liabilities	592.00
Equity	
Retained Earnings	2,002,435.41
Net Income	7,058.19
Total Equity	2,009,493.60
TOTAL LIABILITIES & EQUITY	2,010,085.60

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - A&P - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January 2026

	<u>Jan 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	451.35	300.00	151.35	150.45%
Revenue				
A&P Tax Revenue	17,000.00	17,000.00	0.00	100.0%
Total Revenue	<u>17,000.00</u>	<u>17,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>17,451.35</u>	<u>17,300.00</u>	<u>151.35</u>	<u>100.88%</u>
Gross Profit	17,451.35	17,300.00	151.35	100.88%
Expense				
Accounting Services	600.00	600.00	0.00	100.0%
Advertising Expense	53.90	85.00	(31.10)	63.41%
Comp. for Commissioners	750.00	750.00	0.00	100.0%
Funding	0.00	4,166.66	(4,166.66)	0.0%
Labor Expenses	5,165.71	5,151.04	14.67	100.29%
Legal Counsel	1,200.00	1,200.00	0.00	100.0%
Postage	296.98	296.98	0.00	100.0%
Repairs & Maintenance	1,090.00	1,090.00	0.00	100.0%
Service Agreement	6,658.33	6,658.33	0.00	100.0%
Total Expense	<u>15,814.92</u>	<u>19,998.01</u>	<u>(4,183.09)</u>	<u>79.08%</u>
Net Ordinary Income	<u>1,636.43</u>	<u>(2,698.01)</u>	<u>4,334.44</u>	<u>(60.65%)</u>
Net Income	<u><u>1,636.43</u></u>	<u><u>(2,698.01)</u></u>	<u><u>4,334.44</u></u>	<u><u>(60.65%)</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Event Center - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January 2026

	<u>Jan 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,789.68	1,500.00	1,289.68	185.98%
Revenue				
Rental Revenue	35,971.75	43,741.38	(7,769.63)	82.24%
Alcohol Sales	2,392.66	1,552.00	840.66	154.17%
Total Revenue	<u>38,364.41</u>	<u>45,293.38</u>	<u>(6,928.97)</u>	<u>84.7%</u>
Total Income	<u>41,154.09</u>	<u>46,793.38</u>	<u>(5,639.29)</u>	<u>87.95%</u>
Gross Profit	41,154.09	46,793.38	(5,639.29)	87.95%
Expense				
Alcohol Expense	980.37	700.00	280.37	140.05%
Bank Service Fees	409.74	522.59	(112.85)	78.41%
Building Alarm System	294.20	294.20	0.00	100.0%
Cable TV	199.43	199.43	0.00	100.0%
Cleaning Service	1,804.80	1,804.80	0.00	100.0%
Contract Labor	4,379.50	4,479.50	(100.00)	97.77%
Dues & Memberships	200.00	200.00	0.00	100.0%
Health Insurance	1,274.94	1,274.94	0.00	100.0%
Internet/IT	1,929.95	1,929.95	0.00	100.0%
Labor Expenses	21,832.20	21,896.33	(64.13)	99.71%
Laundry Expense	2,715.60	2,715.60	0.00	100.0%
Linen & Supplies	203.06	203.06	0.00	100.0%
Office Expense	289.27	300.00	(10.73)	96.42%
Pest Control Expense	152.86	153.00	(0.14)	99.91%
Repairs & Maintenance	4,012.75	4,000.00	12.75	100.32%
Supplies	497.16	500.00	(2.84)	99.43%
Telephone Expense	106.59	107.84	(1.25)	98.84%
Trash Pickup	596.10	596.10	0.00	100.0%
Utilities	5,965.79	5,965.79	0.00	100.0%
Website	69.95	69.95	0.00	100.0%
Total Expense	<u>47,914.26</u>	<u>47,913.08</u>	<u>1.18</u>	<u>100.0%</u>
Net Ordinary Income	<u>(6,760.17)</u>	<u>(1,119.70)</u>	<u>(5,640.47)</u>	<u>603.75%</u>
Net Income	<u>(6,760.17)</u>	<u>(1,119.70)</u>	<u>(5,640.47)</u>	<u>603.75%</u>
Transfer to BEC Savings	(10,000.00)			
Transfer from BEC Savings	0.00			

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

Benton A&P Commission
Profit & Loss Budget vs. Actual - Focus Group - Modified Cash Basis
Substantially All Disclosures Required by the Modified Cash Basis of Accounting Omitted
January 2026

	<u>Jan 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Interest Income	2,181.93	1,000.00	1,181.93	218.19%
Revenue				
A&P Tax Revenue	10,000.00	10,000.00	0.00	100.0%
Total Revenue	<u>10,000.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Income	<u>12,181.93</u>	<u>11,000.00</u>	<u>1,181.93</u>	<u>110.75%</u>
Gross Profit	<u>12,181.93</u>	<u>11,000.00</u>	<u>1,181.93</u>	<u>110.75%</u>
Net Ordinary Income	<u>12,181.93</u>	<u>11,000.00</u>	<u>1,181.93</u>	<u>110.75%</u>
Net Income	<u><u>12,181.93</u></u>	<u><u>11,000.00</u></u>	<u><u>1,181.93</u></u>	<u><u>110.75%</u></u>

NO ASSURANCE IS PROVIDED ON THESE STATEMENTS.

2026 BUDGETS

Benton Focus Group		
	2025 Actuals	2026 Budget
INCOME		
Interest	\$ 26,012.73	\$ 12,000.00
Sales Tax Revenue	\$ 218,352.53	\$ 120,000.00
Gross Profit	\$ 244,365.26	\$ 132,000.00
EXPENSES		
Office	\$ 11.10	\$ -
Total Expenses	\$ 11.10	\$ -
SPECIAL PROJECTS	\$ 97,752.55	\$ -
NET INCOME	\$ 146,601.61	\$ 132,000.00

Benton A&P Commission		
	2025 Actuals	2026 Budget
INCOME		
Interest	\$ 5,549.66	\$ 3,600.00
Sales Tax Revenue	\$ 218,352.53	\$ 204,000.00
Gross Profit	\$ 223,902.19	\$ 207,600.00
EXPENSES		
Accounting Services	\$ 7,375.00	\$ 7,475.00
Advertising	\$ 6,885.52	\$ 5,737.33
Comp. for Commissioners	\$ 8,400.00	\$ 9,000.00
Dues & Memberships	\$ 1,000.00	\$ 1,000.00
Funding	\$ 35,179.96	\$ 50,000.00
Labor	\$ 19,812.96	\$ 46,165.35
Legal Counsel	\$ 14,400.00	\$ 14,400.00
Meals & Entertainment	\$ 131.69	\$ -
Office Expense	\$ 537.11	\$ 325.00
Postage	\$ 224.92	\$ 296.98
Professional Services	\$ 800.00	\$ -
Repairs & Maintenance	\$ 4,154.44	\$ 4,360.00
Service Agreement	\$ 79,899.96	\$ 79,899.96
Total Expenses	\$ 178,801.56	\$ 218,659.62
NET INCOME	\$ 45,100.63	\$ (11,059.62)

Benton Event Center		
	2025 Actuals	2026 Budget
INCOME		
Interest	\$ 34,180.64	\$ 18,000.00
Alcohol Sales	\$ 18,623.71	\$ 18,624.00
Refunds/Returns	\$ (857.00)	\$ -
Sales-Revenue-Other	\$ 533,097.82	\$ 500,001.93
Sales Tax Revenue	\$ 218,352.53	\$ -
Gross Profit	\$ 803,397.70	\$ 536,625.93
EXPENSES		
Advertising	\$ 2,227.40	\$ 2,000.00
Alcohol	\$ 13,618.57	\$ 5,950.00
Alcohol Permit	\$ 3,576.00	\$ 3,576.00
Bank Service Fees	\$ 7,731.79	\$ 7,731.79
Building/Fire Alarm Systems	\$ 3,184.47	\$ 3,331.06
Building Insurance	\$ 32,296.13	\$ 32,296.13
Cable TV	\$ 2,345.13	\$ 2,393.16
Cleaning Service	\$ 18,423.60	\$ 16,471.43
Contract Labor	\$ 49,013.73	\$ 44,992.50
Dues & Membership	\$ 550.00	\$ 750.00
Health Insurance	\$ 15,965.00	\$ 17,549.28
Internet / IT	\$ 16,465.40	\$ 23,159.40
Labor	\$ 186,470.88	\$ 193,698.00
Laundry	\$ 24,582.75	\$ 22,999.60
Linens & Supplies	\$ 3,260.22	\$ 2,491.06
Office Expense	\$ 8,829.68	\$ 6,999.00
Pest Control	\$ 1,093.73	\$ 1,320.69
Repairs & Maintenance	\$ 69,906.70	\$ 54,996.00
Supplies	\$ 18,162.25	\$ 17,977.37
Telephone	\$ 1,385.58	\$ 1,385.66
Trash	\$ 6,511.55	\$ 6,647.05
Utilities	\$ 76,126.01	\$ 76,070.78
Website	\$ 879.35	\$ 839.40
Total Expenses	\$ 562,605.92	\$ 545,625.36
CAPITAL EXPENDITURES	\$ 63,821.37	\$ -
NET INCOME	\$ 176,970.41	\$ (8,999.43)

NOTICE

**The following businesses are delinquent in the
remittance of their Benton Advertising and Promotion Tax
as of February 10, 2026**

Al's Minnows & Gas
Benton Express
Benton Food & Gas
Benton Shell
Dawson's Farms
Gary's Slingblade Drive-In
GiGi's
Homers on the Go
Isha The Taste of India
Jimmy Mart
Koffee with a Kause
Kum & Go #166-Maverik
La Calle 7
La Terraza Mexican Cantina & Grill
MawMaw's House
Niecy's
Pasta J
Scoopy's Homemade Ice Cream
Shiv Lodging-Rodeway Inn
Southwest Special Events
Supreme Service Solutions
Taqueria Los Tarascos
Tropical Smoothie Cafe
Zaxby's

This notice is being placed in accordance with the Benton Advertising and Promotion Commission Delinquency Policy, as adopted November 15, 2012.

Benton Event Center-Event Report

January 13, 2026 to February 10, 2026

October 1, 2013 to January 12, 2026

1,044,349

	Date(s)	# of Attendees
Kmac Enterprises	1/13-1/14/2026	80
HER Plan Leaders Dinner	1/15/2026	40
Dwarfanators	1/16/2026	600
First Baptist Volunteer Dinner	1/18/2026	215
PLANTS Convention	1/19-20/2026	330
AR Right to Life Banquet	1/22/2026	320
SportsCard & Memorabilia Show	1/24/2026	RESCHEDULED
Duck Duck Goose Children's Consignment Sale	1/23-2/2/2026	5200
YEA Recycle Saline Banquet	2/5/2026	450
JA Charity Gala	1/7/2026	150
RetirePath Workshop	1/10/2026	30

of Events: 11

TOTAL: **7,415**

TOTAL: **1,051,764**



Marketing Report, February 11, 2026

Facebook Followers & Views Summary

Date	Followers	Change	Views
August	0	+638	25,900
September	638	+181	19,200
October	819	+203	23,200
November	1,022	+195	76,500
December	1,217	+205	38,100
January	1,590	+373	50,400

Upcoming Content:

- Stay Close, Play Big: Spring Break Adventures in Benton
- The Perfect Spring Break Itinerary—Benton Edition
- Launch of Restaurant Week in June

Instagram Followers Growth Summary

Date	Followers	Change from Previous
August	150	–
September	206	+56
October	243	+37
November	276	+33
December	327	+51
January	369	+42



Restaurant Week Concepts

